



**NAMIBIA UNIVERSITY  
OF SCIENCE AND TECHNOLOGY**

**FACULTY OF MANAGEMENT SCIENCES**

**DEPARTMENT OF GOVERNANCE AND MANAGEMENT SCIENCE**

<b>QUALIFICATION : BACHELOR OF BUSINESS MANAGEMENT HONORS DEGREE</b>	
<b>QUALIFICATION CODE: 08HBBM</b>	<b>LEVEL: 8</b>
<b>COURSE CODE: MTC821S</b>	<b>COURSE NAME: MANAGEMENT OF TECHNOLOGY</b>
<b>SESSION: NOVEMBER 2024</b>	<b>PAPER: THEORY</b>
<b>DURATION: 3 HOURS</b>	<b>MARKS: 100</b>

<b>FIRST OPPORTUNITY EXAMINATION PAPER</b>	
<b>EXAMINER(S)</b>	<b>DR MOSES WAIGANJO</b>
<b>MODERATOR:</b>	<b>MR ERNEST MBANGA</b>

<b>INSTRUCTIONS</b>
<ol style="list-style-type: none"><li>1. Answer ALL the questions.</li><li>2. Write clearly and neatly.</li><li>3. Number the answers clearly.</li></ol>

**PERMISSIBLE MATERIALS**  
NONE

**THIS EXAMINATION PAPER CONSISTS OF 3 PAGES (Including this front page)**

**Case Study****Techtronics Inc.: Navigating Innovation and Change**

Techtronics Inc., a leading electronics manufacturer, has been at the forefront of consumer electronics innovation for over two decades. Recently, however, the company has faced significant challenges due to the rapid pace of technological change and evolving market demands. In response, Techtronics has committed to substantial investments in artificial intelligence (AI) and automation to streamline operations, enhance product quality, and reduce costs.

**Technological Investment:** Techtronics has allocated a significant portion of its budget to developing AI-driven production lines and implementing advanced data analytics to predict market trends and consumer preferences. This investment aims to improve product design, manufacturing efficiency, and supply chain management.

**Employee Concerns:** The rollout of new technology has raised concerns among employees regarding job security and changes to their roles. Many fear that automation could lead to significant layoffs and job displacement.

**Customer Feedback:** While the new technology has resulted in innovative products with advanced features, some customers have expressed concerns about reliability and security. Additionally, there has been criticism regarding the steep learning curve associated with these new technologies.

**Competitor Landscape:** Competitors are also investing heavily in similar technologies, making the market increasingly competitive. Techtronics must ensure that its technological advancements provide a genuine competitive edge rather than simply becoming standard features.

By addressing these challenges proactively, Techtronics can leverage its investments to strengthen its market position and maintain its legacy of innovation.

**QUESTIONS FOR ANALYSIS:**

1. **Strategic Alignment:** How well does Techtronics' investment in AI and automation align with its overall business strategy? Consider the potential long-term benefits and risks associated with this technological investment for the company. (10 Marks)
2. **Change Management:** What strategies should Techtronics implement to address employee concerns about job security and changing roles? How can the company effectively manage the transition to new technology while maintaining employee morale and productivity? (10 Marks)
3. **Customer Experience:** How can Techtronics alleviate customer concerns regarding product reliability and security? Additionally, what steps can the company take to enhance customer education and support, facilitating a smoother transition to new technology? (10 Marks)

4. Competitive Position: In what ways can Techtronics leverage its technological advancements to gain a competitive edge and differentiate itself from competitors also investing in similar technologies? *(10 Marks)*
5. Implementation and Integration: What key challenges might Techtronics encounter when integrating AI and automation into its existing operations? How can the company ensure a smooth implementation process while minimizing disruptions? *(10 Marks)*

**SECTION B**

***(50 Marks)***

**QUESTION 1**

Explain the traits that appear to make individuals most creative and discuss if these are the same traits that lead to successful inventions? *(10 marks)*

**QUESTION 2**

How is the idea of “strategic intent” different from models of strategy that emphasize achieving a fit between the firm’s strategies and its current strengths, weaknesses, opportunities, and threats (SWOT)? *(10 marks)*

**QUESTION 3**

Identify an example of a development project, and what type of team you believe they used. Do you think this was the appropriate type of team given the nature of the project? *(15 marks)*

**QUESTION 4**

Name a successful (a) first mover, (b) early follower, and (c) late entrant. Identify unsuccessful examples of each. *(15 marks)*