



**NAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF MANAGEMENT SCIENCES

DEPARTMENT OF GOVERNANCE AND MANAGEMENT SCIENCE

QUALIFICATION : BACHELOR OF BUSINESS MANAGEMENT HONORS DEGREE	
QUALIFICATION CODE: 08HBBM	LEVEL: 8
COURSE CODE: MTC8215	COURSE NAME: MANAGEMENT OF TECHNOLOGY
SESSION: JANUARY 2025	PAPER: THEORY
DURATION: 3 HOURS	MARKS: 100

SECOND OPPORTUNITY EXAMINATION PAPER	
EXAMINER(S)	DR MOSES WAIGANJO
MODERATOR:	MR ERNEST MBANGA

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

PERMISSIBLE MATERIALS
NONE

THIS EXAMINATION PAPER CONSISTS OF 4 PAGES (Including this front page)

QUESTION 1: MULTIPLE CHOICE QUESTIONS [2 x 10]

[20 Marks]

1.1 The advantages of technological innovation include.....

- a. The most profit
- b. Better utilization of the organization's resources
- c. More projects
- d. Increased GDP and standards of living worldwide
- e. Stronger core competencies

1.2 Many innovation projects fail to generate economic returns because of

- a. Technical and market uncertainties
- b. Dysfunctional conflict between functional managers and project managers
- c. Expensive
- d. Infighting
- e. Stress

1.3 Use of collaborative research agreement is increasing worldwide because of

- a. Increased awareness
- b. Cheaper and faster means of communication
- c. Availability and affordability of partnerships
- d. Effective monitoring of partnerships and collaboration
- e. All of the above

1.4 The path that a technology follows through time is called

- a. Development route
- b. Technology trajectory
- c. Technology path
- d. Innovation route
- e. All of the above

1.5 Product innovation is embodied in.....

- a. How the organization conducts business
- b. The retailing channels of the products
- c. Outputs, goods and services of the organization
- d. Human resources of the organization
- e. None of the above

1.6 Process innovation is.....

- a. Innovation in the way organization conducts business
- b. Innovation in product
- c. Project management
- d. All of the above
- e. None of the above

1.7 The following is a type of innovation....

- a. Continuous
- b. Incremental
- c. Novelty
- d. Explosive
- e. Popular

1.8 In S-curve of technology diffusion, adoption is initially low because of...

- a. High pricing
- b. Improper marketing
- c. Globalization
- d. Regulations
- e. Unfamiliarity with the technology

1.9 What percentage of individuals adopting an innovation are early majority?

- a. 2.5%
- b. 15%
- c. 25%
- d. 34%
- e. 40%

1.10 Technological change is usually cyclical. Which of these describes the trend?

- a. Initial period of turbulence → calmness → diminishing returns → extinction
- b. Initial period of turbulence → discontinuity → diminishing returns → termination
- c. Turbulence → rapid improvement → diminishing returns → technological discontinuity
- d. Diminishing returns → technological discontinuity → rapid improvement → termination
- e. None of the above

QUESTION 2

What factors might make some industries harder to pioneer than others? Are there industries in which there is no penalty for late entry. *(20 Marks)*

QUESTION 3

To what degree do you think the creativity of the firm is a function of the creativity of individuals, versus the structure, routines, incentives, and culture of the firm? Provide an example of a firm that does a particularly good job at nurturing and leveraging the creativity of its individuals. *(20 Marks)*

QUESTION 4

- a) Identify a situation in which none of the legal protection mechanisms discussed (patents, copyrights, trademarks, trade secrets) will prove useful. *(10 Marks)*
- b) What factors do you believe influenced the choice of protection strategy used for the innovation identified above? Do you think the strategy was a good choice? *(10 Marks)*

QUESTION 5

Are there particular types of innovation activities for which large firms are likely to outperform small firms? Are there types for which small firms are likely to outperform large firms? *(20 Marks)*