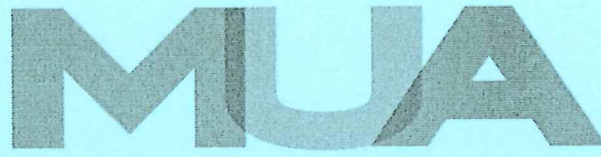


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UNDERGRADUATE UNIVERSITY EXAMINATIONS

SCHOOL OF MANAGEMENT AND LEADERSHIP

DEGREE OF BACHELOR OF ARTS IN DEVELOPMENT STUDIES

MGT 314 : INNOVATION MANAGEMENT

DATE: 27<sup>TH</sup> JULY 2022

DURATION: 2 HOURS

MAXIMUM MARKS: 70

INSTRUCTIONS:

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. Write all your answers in the Examination answer booklet provided.

**QUESTION ONE**

**Read the Case Study below carefully and answer the questions that follow:**

**LOCAL HOTEL GOES DIGITAL**

The Local Hotel in the Estate where you live has hired a new manager with express instructions from the owners to turn around which has been making losses. Although residents now know the hotel as 'local', it actually has a different name – Eastern Fish and Chips. However, after many years of existence the operator cannot remember the last time they served fish or even chips.

The new manager took his job with vigor and wanted to know everything about the old hotel before proposing a solution to improve operations. Several proposals came to mind. From the question, whether to return to the old name and serve fish and chips to developing a completely new menu were all considered. Nevertheless, faced with the owners fearful of losing their investment further and staff skeptical of losing their jobs and old customers used with 'their' local, the manager is faced with need for acceptable proposals across board.

Aware of the need to innovate if the hotel was to survive and post a profit, the manager decided to overhaul the old system and design new systems, offer new menu and marketing techniques.

**Required**

- a) Name the type of innovation the manager needs for this hotel (3Marks)
- b) Describe the aspects of the hotel that need to change (10Marks)
- c) Examine three concerns staff may have about the changes to be introduced (3Marks)
- d) Enumerate nine obstacles the manager must be aware of when introducing innovative ideas in the hotel (9Marks)

**QUESTION TWO**

The challenge of COVID-19 health pandemic has permeated every sphere of development globally. Considering the sectors of Education, Health, and Trade in Kenya.

- a) Assess the impact of the pandemic on each of the sectors. (6 Marks)
- b) Evaluate the measures the sectors have put in place for mitigation. (9Marks)

**QUESTION THREE**

- a) Examine the meaning of technology (4Marks)
- b) Define innovation (2Marks)
- c) Analyze the innovation decision process theory (9Marks)

**QUESTION FOUR**

- a) Define technology transfer (2Marks)
- b) Differentiate between Appropriate Technology and Indigenous Technological Knowledge (4Marks)
- c) Describe with help of an example the three stages of international technological transfer (9Marks)

**QUESTION FIVE**

- a) Define diffusion (2Marks)
- b) Using examples differentiate between push and pull innovations that take place in a marketing environment (4Marks)
- c) Analyse the steps in innovation adoption process (9Marks)

**QUESTION SIX**

- a) Differentiate between innovation management and managing for innovation (5Marks)
- b) Examine the role of lateral thinking in adoption of innovation in business (10Marks)

