KARATINA UNIVERSITY

BACHELOR OF SCIENCE IN INFORMATION TECHNOLOGY

BIT 313: TECHNOLOGY AND INNOVATION

CAT II

INSTRUCTIONS: ATTEMPT ALL THE QUESTIONS

1. You have been hired as a consultant to help SMEs to design and develop new products for enhancing competitiveness. What steps would you follow in developing and designing the innovative products? How would each step enhance the SME competitiveness? (10mks)
2. Managing technology effectively requires matching core competencies with customer needs. Discuss this statement highlighting the key areas to focus on. (10mks)
3. In what ways do you think technology has influenced the growth of women led enterprises in Kenya? (10mks).