

# THE NELSON MANDELA AFRICAN INSTITUTION OF SCIENCE AND TECHNOLOGY



## SEMESTER EXAMINATIONS

### SEMESTER II

#### THE SCHOOL OF BUSINESS STUDIES AND HUMANITIES

#### BuSH 6004: Innovation Management and Competitiveness

**Monday, 11<sup>th</sup> October, 2021, 09:00-12:00**

1. Time: Maximum allowed time is **THREE** hours.
2. Mobile phones and any data storage device are not allowed into the examination room.
3. Observe all Examination Regulations.
4. SECTION A: Answer **All** Questions,  
SECTION B: **Question 7** is **Compulsory** and choose any other **Two** Questions.

## **SECTION A**

### **Question 1**

What do you understand the following terms:

- a) National competitive advantage. **(5 Marks)**
- b) Competitive strategy. **(5 Marks)**
- c) Product and process innovation. **(5 Marks)**
- d) Technological innovation. **(5 Marks)**

### **Question 2**

Write short notes on the following terms;

- a) Defensive strategy. **(4 Marks)**
- b) Competitive framework. **(4 Marks)**
- c) Adaptation strategy. **(4 Marks)**
- d) Competitive intelligence. **(4 Marks)**
- e) Standardization strategy. **(4 Marks)**

## **SECTION B**

### **Question 3**

With relevant examples discuss key factors to consider when determining national competitive advantage. **(20 Marks)**

### **Question 4**

The knowledge of collaboration and networking is useful in your research and career in general. By using vivid examples discuss. **(20 Marks)**

### **Question 5**

Creating an innovative organization is of paramount importance for the organization growth, employees' satisfaction and motivations. With examples explain the key factors for creating an innovative organization/institution. **(20 Marks)**

### **Question 6**

Technology transfer is important for taking the product or services to the market. The purposes of technology transfer and commercialization are to solve societal and industrial problems for improving quality of processes and encourage entrepreneurship. Using vivid examples outline any four (4) technology transfer methods in commercialization process. **(20 Marks)**

### **\* Question 7**

During the academic year 2020/2021 through your research activities you have come up with what you consider an innovative product/service and you would like to commercialize it. University management nominated you to present your business in front of the global venture capitalist to compete for commercialization seed money of two hundred thousand USD (200,000 USD). Using the Porters generic strategy, discuss with vivid examples how you are going to penetrate and create competitive advantage for your product or service into the market. **(20 Marks)**