

**UNIVERSITY COLLEGE TATI (UCTATI)****FINAL EXAMINATION QUESTION BOOKLET**

COURSE CODE	: DTG 2063
COURSE	: INNOVATION & COMMERCIALIZATION
SEMESTER/SESSION	: SEM 1; 2024/2024
DURATION	: 2 HOURS

Instructions:

1. This booklet contains 4 questions. Answer **ALL**.
2. All answers should be in a way that it is easily readable. Space out your words properly. Avoid cutting and overwriting.
3. If in doubt, raise your hands and ask the invigilator.

DO NOT OPEN THIS BOOKLET UNTIL YOU ARE TOLD TO DO SO

THIS BOOKLET CONTAINS 3 PRINTED PAGES INCLUDING COVER PAGE

QUESTION 1**Explain the difference between the followings:**

- (a) Invention & innovation (3 marks)
- (b) Improvement & innovation (3 marks)
- (c) Creativity & innovation (3 marks)
- (d) The intro stage, the growth stage in technology life cycle (3 marks)
- (e) Maturity and decline stage in technology life cycle (3marks)
- (f) Market push & market pull (5 marks)
- (g) Sustaining innovation vs disruptive innovation (5 marks)
- (h) The importance of technological innovation & Innovation (5 marks)

QUESTION 2**Describe the following terms below:**

- (a) Theories of diffusion & adoption (2 marks)
- (b) Categories of adopters, draw sketch to show the 5 categories (2 marks)
- (c) Factors affect the adoption of innovation (mention at least 5 main factors) (2 marks)
- (d) Threat of new entrants (2 marks)
- (e) Collaboration strategies (2 marks)
- (f) Types of collaboration strategy (2 marks)

QUESTION 3**Explain the followings:**

- (a) Why is finance important for innovation? (3 marks)
- (b) There are at least 8 different sources for funding, mention 5 of them (3 marks)
- (c) Bootstrapping is one of the funding sources, state the advantages and disadvantages of this type of funding. (3 marks)
- (d) Product development, also called new product management elaborate on this issue. (3 marks)
- (e) Illustrate by easy sketch the Stage-Gate Process (3 marks)
- (f) Stage Model for new product could be achieved by few factors such as; Concept generation, Project assessment and selection, Product development, Product commercialization. Elaborate on the mentioned factors (3 marks)
- (g) What are the important factors that make new product very successful. (3 marks)
- (h) Define the Project Champion and mention his/her responsibilities (3 marks)
- (i) One of the tools for improving the new product development process is 'Functional Mapping' give example to clarify your point (4 marks)

QUESTION 4**Answer the followings:**

- (a) what is intellectual Properties (IPs), differentiate between patent, copyright, trademark (6 marks)
- (b) Give examples of Non-Patentable Invention (6 marks)
- (c) How long is the validity (in years) of patent, copyright, trademark (6 marks)
- (d) What do we mean by Effective Deployment Strategy (6 marks)
- (e) Mention the main key elements of an effective deployment strategy (6 marks)

-----End of question-----

