

**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-----

