

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

COURSE CODE	: BTE 3653
COURSE TITLE	: NEW PRODUCT DEVELOPMENT
SEMESTER/SESSION	: SEMESTER 2 / 2024-2025
TIME	: 3 HOURS

**Instructions:**

1. This booklet contains **5** questions. Answer **all** questions.
2. All answers should be written in answer booklet.
3. Write legibly and draw sketches wherever required.
4. If in doubt, raise up your hands and ask the invigilator.

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

**THIS BOOKLET CONTAINS 4 PRINTED PAGES INCLUDING COVER  
PAGE**

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**QUESTION 1**

- a) **Explain** three (3) important innovations for firms to compete in many industries. (3 marks)
- b) **Explain** how the aggregate impact of technological innovation can be observed. (3 marks)
- c) **Distinguish** two (2) advantages and disadvantages of individuals and firms as innovators. (6 marks)
- d) Innovation is the new buzzword. Much hope has been placed on technological innovation, social innovation, financial innovation, and organizational innovation; we might even start hearing talk about the need to innovate innovation. However, innovation is not enough. Social impact means positive change for society, environment, and organization is more important. **Determine** two (2) examples with a brief explanation of the social implications of innovation on society. (8 marks)

**QUESTION 2**

- a) **Identify** two (2) factors that make trade secrets more useful than patents, copyrights, or trademarks. (4 marks)
- b) **Explain** the differences between patents, copyrights, and trademarks. (6 marks)
- c) Many firms choose between protecting and diffusing a technology, and open technologies may accrue more rapid adoption. **Prepare** a brief explanation of two (2) of the arguments and benefits of diffusion instead of protecting innovation. (10 marks)

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**QUESTION 3**

- a) **Define** the advantages and disadvantages of collaborating on a development project.

(4 marks)

- b) If a firm decides it is in its best interest to collaborate on a development project, **assess** two (2) recommended collaboration modes for the firm to choose a partner and governance structure for the relationship.

(6 marks)

- c) A firm might choose to engage in solo development of a project for several reasons. **Discover** two (2) reasons for going solo and explain the advantages of each of them.

(10 marks)

**QUESTION 4**

- a) **Describe** the advantages of formalised procedures for improving innovation effectiveness.

(4 marks)

- b) **Differentiate** the innovation activities for which large firms will likely outperform small firms and activities for which small firms are likely to outperform large firms.

(6 marks)

- c) **Construct** evidence in graphics and explanations on the tension between centralisation and decentralization of R&D activities is likely even greater for multinational firms than firms competing in one national market.

(10 marks)

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**QUESTION 5**

- a) **Explain** the trade-off criteria for choosing a team's size and level of diversity. (4 marks)
- b) **Describe** two (2) advantages and disadvantages of collocation. (6 marks)
- c) **Discover** how the new product fits with the distribution requirements of the firm to use intermediaries and what type of intermediaries would be appropriate for existing product lines. (10 marks)

-----*End of Question*-----