

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

COURSE CODE	: BTE 3653
COURSE TITLE	: NEW PRODUCT DEVELOPMENT
SEMESTER/SESSION	: 2 - 2023/2024
DURATION	: 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 your hand 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**

NEW PRODUCT DEVELOPMENT (BTE 3653)

QUESTION 1

- a) Define technology. (1 marks)

“Strategy plays a crucial role in driving innovation within industries. It provides a roadmap for organizations to effectively allocate resources, identify opportunities, and overcome challenges in order to foster innovation.”

- b) Based on the above statement, illustrate **THREE (3)** importance of strategy from the perspective of innovation by industry. (12 marks)
- c) Illustrate **FIVE (5)** reasons why technological innovation is crucial for the growth and success of businesses, industries, and economies. (20 marks)

QUESTION 2

- a) Explain **TWO (2)** common sources of innovation. (6 marks)
- b) Discuss **TWO (2)** impacts of technological innovation on society. (8 marks)

QUESTION 3

“Types of innovations are not mutually exclusive, and many innovations can span multiple categories. For example, a company may introduce a new product that incorporates a more efficient manufacturing process and a novel business model. The specific types of innovation pursued by organizations depend on their objectives, market dynamics, and the areas where they see opportunities for growth and differentiation.”

- Illustrate **FOUR (4)** types of innovation. (20 marks)

QUESTION 4

- a) Define creativity. (3 marks)
- b) Define innovation. (3 marks)
- c) Discuss **THREE (3)** key aspects of innovation in collaborative networks. (9 marks)

QUESTION 5

“The technology S-curve is a concept used in new product development management to describe the pattern of technological progress and innovation over time. It illustrates the relationship between technology performance and time, showing how a new technology evolves from its early stages to maturity. The technology S-curve has several implications for new product development management.”

- a) Illustrate those **FIVE (5)** implications of technology S-curve. (15 marks)
- b) Explain the meaning of S-curve as applied in Technology S-curve. (3 marks)

-----End of Questions-----

