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KIRIRI WOMEN'S UNIVERSITY OF SCIENCE AND TECHNOLOGY
UNIVERSITY EXAMINATION, 2023/2024 ACADEMIC YEAR
FOURTH YEAR, SECOND SEMESTER EXAMINATION
FOR THE BACHELOR OF BUSINESS INFORMATION TECHNOLOGY
KBA 2402 – BUSINESS IT AND INNOVATION MANAGEMENT

Date: 15TH AUGUST 2023
Time: 11:30AM – 1:30PM

INSTRUCTIONS TO CANDIDATES

ANSWER QUESTION ONE (COMPULSORY) AND ANY OTHER TWO QUESTIONS

QUESTION ONE (30 MARKS)

- a) Define the term business Information Technology and outline four key components that widely make up an Information Technology. (8 Marks)
- b) Information Technology is like a boon on the society. However, it comes with its own disadvantages. Discuss the various disadvantages of IT. (8 Marks)
- c) Outline key benefits of Business-Information Technology alignment in an organization. (6 Marks)
- d) Describe clear steps followed to help bring information technology efforts and business objectives into alignment. (8 Marks)

QUESTION TWO (20 MARKS)

- a) Explain the term innovation management as often applied in organizations that aim growth and strategic positioning. (4 Marks)
- b) New development in the organization can be considered to be related to innovation. Discuss key aspects of innovation management. (8 Marks)
- c) Innovation management is a complex practice; however, it helps firms to understand some of the more widely accepted innovation types. Briefly discuss the main types of innovation management. (8 Marks)

QUESTION THREE (20 MARKS)

- a) Discuss best practices and key success factors for innovation management (10 Marks)
- b) Innovation moves through a cycle with a repeating set of activities, goals, and outputs. Illustrate the various phases of innovation management life cycle. (10 Marks)

QUESTION FOUR (20 MARKS)

- a) Due to the growing dependency on computers, every small and big organization and other business companies considers computers as a wheel for many innovations and thus computer-based service. Discuss benefits of new technological innovations in a business entity. (10 Marks)
- b) Innovation is abstract and intangible and thus there are a number of metrics, often referred to as KPIs (key performance indicators), that are commonly used to measure innovation activities. Discuss the two types of metrics can be used to measure innovation. (4 Marks)
- c) Organizations need to choose metrics that best suit their innovation management situation to get what they want to measure. Highlight tips for getting the most out of innovation management Key Performance Indicators (KPIs). (6 Marks)

QUESTION FIVE (20 MARKS)

- a) State and briefly explain Christensen's four principles of disruptive technology in innovation Management. (8 Marks)
- b) Explain four key challenges organizations face in implementing innovation management. (8 Marks)
- c) Highlight any four trends in business information technology that can enable a firm fast track innovation management. (4 Marks)