KENYATTA UNIVERSITY

EXAMINATION FOR THE DEGREE OF BACHELOR OF COMMERCE

BBA 404: INNOVATION AND NEW PRODUCT MANAGEMENT

2ND SEMESTER 2025/2026 **TIME: 2 HOURS**

INSTRUCTIONS: ANSWER QUESTION ONE AND ANY OTHER TWO QUESTIONS.

QUESTION ONE: COMPULSORY.

a) Discuss the concept new products in the context of marketing organization. [10 marks]

b) Briefly explain the methods used in generating new ideas for new products. [10 marks]

c) Briefly explain the new product commercialization processes. [10 marks]

QUESTION TWO

Explain the following sources of innovation

a) Changes in the industry and market structure. [10 marks]

b) New knowledge. [10 marks]

QUESTION THREE

Discuss the five disciplines of the learning organizations and their influence on innovations.

[20 marks]

QUESTION FOUR

a) Discuss two main theories of adoption and diffusion of innovations. [10 marks]

b) Explain five policies that offer framework for managing new products and innovations.

[10 marks]

INVOLVEMENT IN ANY EXAMINATION IRREGULARITY SHALL LEAD TO DISCONTINUATION