



JARAMOGI OGINGA ODINGA UNIVERSITY OF SCIENCE AND TECHNOLOGY
SCHOOL OF INFORMATICS AND INNOVATIVE SYSTEMS
DEGREE OF DOCTOR OF PHYLOSOPHY IN BUSINESS INFORMATION SYSTEMS
1ST YEAR 2ND SEMESTER 2024/2025 ACADEMIC YEAR
(KISUMU CAMPUS)

COURSE CODE: IIS 6125

COURSE TITLE: Designing and Implementing Innovation Systems Workshops

EXAM VENUE: KISUMU CAMPUS STREAM:

DATE: 25/4/2025 EXAM SESSION: 9.00-11.00AM

TIME: 2 HOURS

INSTRUCTIONS

1. Answer any **THREE** questions
2. Candidates are advised not to write on the question paper
3. Candidates must hand in their answer booklets to the invigilator while in the examination room
4. No mobile devices (e.g. laptops, phones. e.t.c.) are allowed into the Examination Room

QUESTION ONE

(20 MARKS)

Case Study:

XYZ Corporation is a multinational company operating in the manufacturing industry. Despite being a market leader for decades, it has been struggling with declining revenues due to increasing competition from innovative startups. To address this, the company wants to implement an innovation system that fosters a culture of creativity and sustains competitive advantage.

Required:

- (a) Identify and explain the major challenges XYZ Corporation faces in fostering an innovation culture. (7 marks)
- (b) Recommend three strategies for building an innovation culture within the organization. (7 marks)
- (c) Discuss how XYZ Corporation can institutionalize innovation through a multi-layered organizational system. (6 marks)

QUESTION TWO

(20 MARKS)

- (a) Discuss two innovation strategies used in manufacturing industries. (10 marks)
- (b) Explain how manufacturing companies can maintain competitiveness in today's knowledge economy. (10 marks)

QUESTION THREE

(20 MARKS)

- (a) Define innovation and explain its importance in modern organizations. (10 marks)
- (b) Differentiate between disruptive and continuous innovation. (10 marks)

QUESTION FOUR

(20 MARKS)

- (a) Identify and describe two tools for capturing value from innovation. (10 marks)
- (b) Explain how companies can monitor and measure the performance of their innovation systems. (10 marks)

QUESTION FIVE

(20 MARKS)

- (a) Explain three key elements of an innovation-driven organization. (10 marks)
- (a) Discuss two practical ways companies can integrate innovation into their organizational culture. (10 marks)

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