

Uva Wellassa University

Faculty of Management

Bachelor of Business Management in Entrepreneurship and Management

Year 4 Semesters I Examination February/ March 2011

EMG 472-2 Innovation Management

Part C- Essay Questions

Answer all questions.

Total Marks: 50

1. Read the following case and answer the questions

Sri Lanka firms can cut costs with conference software: Microsoft

Sri Lanka's Microsoft say a new product, Lync 2010, that offers audio, video and web conferencing will help companies cut cost by reducing travel and communication costs.

The software is a single platform that integrates instant messaging, presence, audio, video and web conferencing to bring people together in the ways they communicate best.

"It will enable users to communicate through audio and video from anywhere in a cost effective and secure manner." Kevin Chai of Microsoft Corporation said.

Lync 2010 provides one interface that works with applications that businesses know and use today, including Microsoft Office, Microsoft SharePoint and Microsoft Exchange.

The software will also be able to replace private automated branch exchanges (PABX) that are now used to direct calls within a building.

Microsoft says the software is being used by large international firms.

- I. Discuss the reasons why the companies should think of more innovations in the modern business world.
- II. "Companies are adapting for some technologies easily while adaptability for some technologies takes a long time" Critically evaluate the statement.

(30 Marks)

- 2) Create a model of your own which demonstrates the innovation management process and critically evaluate the model.

(20 Marks)