

Section B - Essay Questions - 2016

Answer only three (03) questions including question number one (01).

1.
 - a) Explain the advantages of the **first movers** with suitable example. (10 Marks)
 - b) Explain the S-curve technology diffusion and each stages of adopters. You are required to provide a suitable example. (10 Marks)
 - c) Discuss the reasons why organizations are going for Solo than Collaboration. (10 Marks)

2. "A coherent technological innovation strategy both leverages and enhances the firm's existing competitive position, and it provide direction for the future development"- Schilling (1990).
Explain the sequential steps of innovation strategy formulation (15 Marks)

3. "Organizations can gain competitive advantage only by managing effectively for today while simultaneously creating innovation for tomorrow" (Tushman & Nadler, 1986).
Discuss the statement with suitable example (15 Marks)

4. Differentiate and explain followings
 - a) Incremental and Radical innovation
 - b) Product and Process innovation
 - c) Competency enhancement and Competence destroying innovation
 - d) Architectural and Component innovation(15 Marks)

