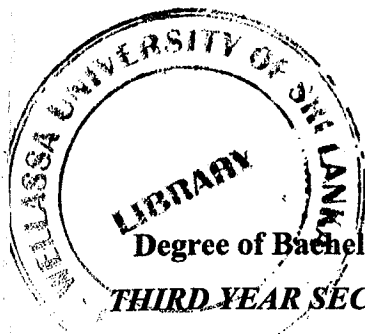




Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

THIRD YEAR SECOND SEMESTER EXAMINATION - SEPTEMBER/OCTOBER 2015

EMG 353-2 Innovation Management



Instructions to candidates:

No. of pages : Two (02)
No. of questions : Six (06) Essays
Time : Two (2) Hours
Marks allocated : 100

Index No:

Answer only four (04) questions.

01.

- i) "Being a first mover is more advantageous than being a follower". To which extent do you agree with this? Justify the statement with suitable examples. (10 Marks)
- ii) Discuss the factors that can influence on the optimal timing of entry of the organizations. (15 Marks)

(Total Marks 25)

02.

- i) Explain the components of product with appropriate examples. (05 Marks)
- ii) Discuss the process of the new product development with appropriate examples. (20 Marks)

(Total Marks 25)

03.

- i) Discuss how the "Technology S- Curves" can be used as a managerial tool? (05 Marks)
- ii) "S-Curves in technology diffusion are often explained as a process of different categories of people adopting the technology at different times". (Melissa A. Schilling, 2008) Discuss this statement. (20 Marks)

(Total Marks 25)

04.

- i) Discuss the impacts of Globalization on business organizations. (10 Marks)
- ii) A knowledge economy is one where organizations and people acquire, create, disseminate, and use knowledge more effectively for greater economic and social development. (Buckley & Sheryl, 2013).

Discuss the characteristics of successful knowledge economy. (15 Marks)

(Total Marks 25)

05.

- i) Elaborate the process of innovation with appropriate examples. (10 Marks)
- ii) Discuss the problems that can be faced by the organization due to the partial view on innovations. (15 Marks)

(Total Marks 25)

06.

- i) Differentiate "Mechanistic Organizational Structure" from "Organic Organizational Structure". (10 Marks)
- ii) Discuss how the size of the organization can be influenced on organizational innovations. (15 Marks)

(Total Marks 25)

