

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

THIRD YEAR SECOND SEMESTER EXAMINATION – DECEMBER/JANUARY 2017

EMG 353-2 Innovation Management



Part - B Essay Questions

Answer only three (03) questions including question number 01 in Part B

Marks Allocated: 70 Marks

01.

- i. Explain the value chain model which is used for organizational internal analysis with relevant examples. (10 Marks)
- ii. Discuss the importance of identifying the core competencies and risk of core rigidities within the organization. (10 Marks)
- iii. Critically discuss sources for sustainable competitive advantage within an organization by giving relevant examples in any service related industry in Sri Lanka. (10 Marks)

(Total 30 Marks)

02.

- i. What are the reasons that both technological improvement and technology diffusion exhibit S-shaped curves? (10 marks)
- ii. Explain types of innovations with relevant examples. (10 Marks)

(Total Marks 20)

03.

- i. Discuss the ways of multinational organizations get the decisions regarding centralization and decentralization in Research and Development (R&D) activities within their organizations. (10 Marks)
- ii. "Larger firms are typically like to outperform smaller firms in terms of innovations". (Melissa Schelling, 2007)

Critically discuss above statement. (10 Marks)

(Total Marks 20)

04.

- i. Briefly explain the **four (04)** types of structures in new product development teams.

(10 Marks)

- ii. How organizations should choose the teams properly by balancing the team's size and diversity?

(10 Marks)

(Total 20 Marks)

