



**Uva Wellassa University**  
**Faculty of Management**

Degree of Bachelor of Industrial Information Technology

**THIRD YEAR FIRST SEMESTER EXAMINATION – FEBRUARY/MARCH 2012**

**EMG 353-2- Innovation, IPR and Commercialization**

Uva Wellassa  
University

**Part A – Innovation**

**Instructions to candidates:**

No. of pages : One (01)  
No. of questions : Three (03)  
Time allocation : One (01) hour  
Marks allocation : Fifty (50) marks

Index Number:

**Answer only two questions including question no. 1**

1.

- i) Briefly explain the nature of S-Curves in technological improvement. (07 marks)
- ii) Briefly explain the concept of technology cycle. (08 marks)
- iii) "S-Curves in technology diffusion are often explained as a process of adopting different categories of people to the technology at different times". Discuss this statement. (15 marks)

2.

- i) List up five (05) drivers of innovation. (05 marks)
- ii) "The one and only source of innovation is the creative individuals". To which extent do you agree with this statement? Justify your answer. (15 marks)

3. "Technological innovations are categorized into different types and they have different impacts on the industry's competitors and customers." To which extent do you agree with this statement? Justify your answer. (20 marks)

