

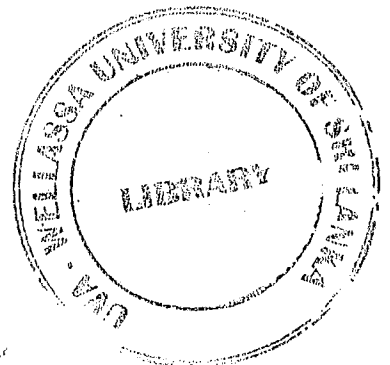
Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management (BBM) in Entrepreneurship and
Management

*SECOND YEAR SECOND SEMESTER EXAMINATION – DECEMBER 2016/JANUARY
2017*

ENM 231-2 Creativity and Innovation Management





Part B

Answer only Three questions including question number One (01)
Mark Allocation: 70 Marks

01.

- I. Briefly explain the "Strategic Intent" of an organization with an example. (8 Marks)
- II. Discuss the process of assessing current position of an organization with a practical example. (12 Marks)
- III. Discuss the importance of "Balance Score Card" method as an effective tool of measuring the performance. (10 Marks)

(Total 30 Marks)

02.

- I. There is a link between Innovation Process and Commercialization. Do you agree or disagree with the statement? Justify your answer. (10 Marks)
- II. Preparing a commercialization plan is one of the vital tasks as the vision of the organization need to address.

Explain the process of preparing an effective commercialization plan (10 Marks)

(Total 20 Marks)

03.

- I. Explain the "Technology Cycle" with relevant example (10 Marks)
- II. "S-curves in technology diffusion are often explained as a process of different categories of people adopting the technology at different times".

(Schilling, 2008)

Discuss the above statement by providing examples (10 Marks)

(Total 20 Marks)

04.

I. Define "First mover" and "Follower" and discuss the advantages and disadvantages of both categories? (15 Marks)

II. List down five (05) factors which determine the effective time for entering in to the market. (5 Marks)

(Total 20 Marks)