



**Uva Wellassa University**

**Faculty of Management**

**Bachelor of Business Management in Entrepreneurship and Management**

*Year 4 Semester I Examination December/ January 2009/10*

**EMG 472-2 Innovation Management**

Answer all questions

Time : 20 Minutes

Total Marks : 15 Marks

Each question has one correct answer only. Indicate it by underlining the correct answer.

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## Part C- Essay Questions

Answer all questions.

Total Marks: 50

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1. Read the following case and answer the questions

Motorola, Inc. US based Fortune 100 company, was known around the world for innovation and technological leadership in embedded systems, wireless and broadband communications and made paradigm shifting contributions in two-way radio, semiconductors, paging, space flight communications, cellular communications etc. with global presence on six continents and 69,000 employees over the world of which 25,000 were engineers and scientists with passionate commitment to R&D. It had 21,300 global patents in its name and reached sales of US \$36.8 billion in 2006.

Motorola, a pioneer in wireless was criticized for not capitalizing aggressively on its innovations and failed to anticipate great demand of digital mobiles. Motorola started to rethink on its core competency, realized changing customer needs, reviewed its history of innovation and finally reinvented its focus on innovation led by vision of 'Seamless mobility', develop innovative culture through series of strategic moves like acquisitions, partnerships, spin-offs, increase R&D facilities, leadership change, differentiation in design etc.

- I. Why should a company think of investing on innovations?
- II. Identify and evaluate the sources of innovations.
- III. In most of modern companies, innovations have been a major part of their core business strategy. Why should the business organizations have policies like this?

(30 Marks)

2. "Timing of entry to the market directly makes influence on the success or the failure of an innovation in the market place". Critically evaluate the statement.

