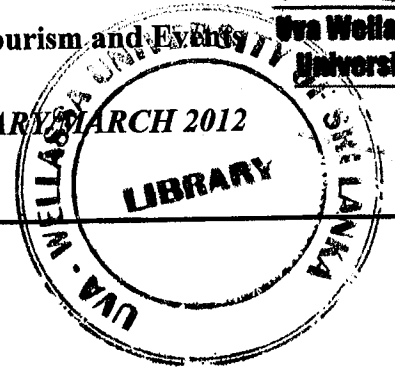


**Uva Wellassa University**  
**Faculty of Management**

Degree of Bachelor of Business Management in Hospitality, Tourism and Events  
Management

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

**EMG 353-2- Innovation Management**



**Part C- Essay Questions**

Answer only two questions including the question number 01.

Marks allocation: 50 marks

1. Timing of entry is critical to the survival of an innovation. Innovations enter to the market either of three ways namely, as first movers, as early followers and as late entrants.
  - i. "Being a first mover is more advantageous than being a follower". To which extent do you agree with this? Justify your answer. (18 marks)
  - ii. Discuss six (06) factors to be considered by a firm in deciding upon whether to attempt to pioneer a technology category or to wait while other to do so. (12 marks)
2.
  - i. Define the concept of technology cycle. (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". Discuss this statement. (15 marks)
3. "There is a growing recognition of the importance of collaborative research and development networks for successful innovation" (*G. Ahuja and C.M Lampert, 2001*).

**You are required to:**

- i. Briefly explain why some companies engage in solo manufacturing. (06 marks)
- ii. Briefly explain the benefits of having a collaborative strategy to develop innovations in the firms. (06 marks)
- iii. Explain the factors to be considered in selecting partners for a collaborative innovation development. (08 marks)