

Uva Wellassa University

Faculty of Management

Degree of Bachelor of Business Management in Entrepreneurship and Management

THIRD YEAR SECOND SEMESTER EXAMINATION – JUNE/JULY 2017

EMG 353-2 Innovation Management



Instructions to candidates:

No. of pages : Two (02)
No. of questions : Five (05) Essays
Time : Two (02) Hours
Marks allocated : 100 Marks

Index No:

Answer any four (04) questions.

01. Optimal timing to the market place is critical to any organization to gain competitive advantage.

i) Describe advantages and disadvantages as a first mover in the timing of entry to the market place. (10 Marks)

ii) Critically discuss the factors which will influencing the optimal timing of entry. (15 Marks)

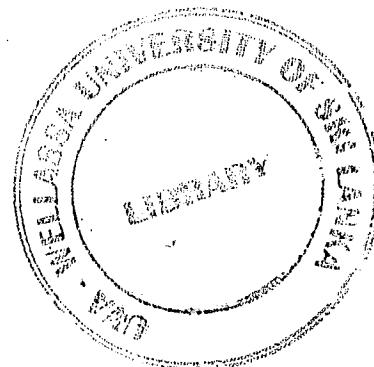
(Total 25 Marks)

02. Innovation is the implementation of creative ideas in to some new device or process. When translating the creativity in to innovation, different types of sources will enrich process of that transformation.

i) Describe the sources of Innovation. (10 Marks)

ii) Critically discuss how collaborative networks are used within the marketplace for successful implementation of innovation. (15 Marks)

(Total 25 Marks)



03. A coherent technological innovation strategy leverages the firm's existing competitive position and provides direction for future development of the firm.

Critically discuss the tools that could use to appraise the environment to implement technological innovation strategy. **(Total 25 Marks)**

04. Product development process is the entire set of activities required to bring a new concept to a state of market readiness.

i) Differentiate the concepts "Sequential product development process" and "Partly parallel product development process". **(05 Marks)**

ii) Discuss the new product development process with an example. **(20 Marks)**

(Total 25 Marks)

05. Several dimensions are used to categorize innovations in various situations.

i) Briefly explain the different types of innovation. **(10 Marks)**

ii) Critically discuss the importance of implementing the innovative culture within an organizational context by providing examples. **(15 Marks)**

(Total 25 Marks)