



Uva Wellassa University
Faculty of Management

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

THIRD YEAR FIRST SEMESTER EXAMINATION – MARCH/APRIL 2013
EMG 353-2- Innovation Management

Instructions to candidates:

- No. of pages : Two (02)
- No. of questions : Four (04)
- Time allocation : Two (02) Hours
- Marks allocation : Hundred (100) marks

Index Number:

Answer only three (03) questions including question number 01.

- 01.
- i) What are the different impacts created by different types of innovations?
(10 marks)
 - ii) What are the reasons for both technology diffusion and technology improvement that exhibit S-shape curves?
(10 marks)
 - iii) “Technological innovation development is a cyclical process”. Critically discuss the statement.
(15 marks)
 - iv) “S-Curves in technology diffusion are often explained as processes of different categories of people adopting the technology at different times”. Discuss this statement.
(15 marks)
- (Total - 50 Marks)**

- 02.
- i) How does a firm decide whether to attempt to pioneer a technology category or to wait while others do so?
(10 marks)
 - ii) “There are advantages of being a follower as well as a first mover”.
- You are required to:**
- Explain to which extent you agree with the above statement by justifying your answer.
(15 marks)
- (Total – 25 Marks)**

03.

i) Why a firm should select a collaborating strategy on product development projects? (07 marks)

ii) "There is a growing tendency for joint product development. The success of collaboration will depend in large part on the partners".

You are required to:

Explain how you would select a partner for collaboration. (08 marks)

iii) Discuss the types of collaborative arrangements available to an innovative firm. (10 marks)

(Total - 25 Marks)

04.

i) What factors should a firm consider when deciding how centralized its Research and Development activities should be? (10 marks)

ii) How firms employ both centralized and decentralized Research and Development activities? (15 marks)

(Total - 25 Marks)