



Uva Wellassa University

Faculty of Management

Bachelor of Business Management in Entrepreneurship and Management

4th Year Semester 1st Examination (*Repeat*) February/ March 2012



EMG 472-2 Innovation Management

Part C- Essay Questions

Answer only 2 questions including question number 1.
Total Marks: 50

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. Explain the term of "seamless mobility" and to what extent you agree with the concept in coming up with innovations.
- III. Why should a company have their own policies in doing innovations?

(30 Marks)

2. "The knowledge economy model offers more chances for companies for becoming innovative." Do you agree? Why and why not?

(20 marks)

3. "Doing innovations frequently can keep a company all the time at advantageous positions". Critically evaluate the statement.

(20 marks)