



**UNIVERSITI KUALA LUMPUR**  
**Malaysia France Institute**

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**FINAL EXAMINATION**  
**JANUARY 2011 SESSION**

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**SUBJECT CODE** : WBB 10202  
**SUBJECT TITLE** : INNOVATION MANAGEMENT  
**LEVEL** : BACHELOR  
**TIME / DURATION** : 12.30pm – 2.30pm  
( 2 HOURS )  
**DATE** : 10 MAY 2011

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**INSTRUCTIONS TO CANDIDATES**

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1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. Please write your answers on the answer booklet provided.
4. Answer should be written in blue or black ink except for sketching, graphic and illustration.
5. This question paper consists of TWO (2) sections. Section A and B. Answer all questions in Section A. For Section B, answer TWO (2) questions only.
6. Answer all questions in English.

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THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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**SECTION A (Total: 40 marks)****INSTRUCTION: Answer ALL questions.****Please use the answer sheet provided.****Question 1**

Discuss the differences between top-down innovation and bottom-up innovation.

(10 marks)

**Question 2**

- a) Define 'objective' and list the characteristics of a good objective. (4 marks)
- b) Briefly explain any **TWO (2)** defensive strategies. Provide **ONE (1)** example for each strategy. (6 marks)

**Question 3**

- a) Draw a diagram to illustrate the steps of innovation process. (4 marks)
- b) Describe any **THREE (3)** functions of prototypes. (6 marks)

**Question 4**

- a) Explain the importance of financial resources to an organization. (4 marks)
- b) Briefly explain the **TWO (2)** main problems in managing people. (6 marks)

