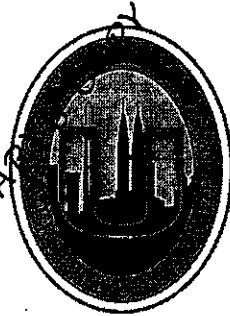


CONFIDENTIAL



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION  
JANUARY 2016 SEMESTER

SUBJECT CODE : EEB30303  
SUBJECT TITLE : INNOVATION AND NEW PRODUCT DEVELOPMENT  
LEVEL : BACHELOR  
TIME / DURATION : 2.00 PM - 5.00 PM / 3 HOURS  
DATE : 30th MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please CAREFULLY read the instructions given in the question paper.
2. This question paper has information printed on both sides of the paper.
3. This question paper consists of ONE (1) section ONLY.  
Answer ALL Questions.
4. Please write your answers on the answer booklet provided.
5. Answer all questions in English language ONLY.
6. This question paper must not be removed from the examination hall.

THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

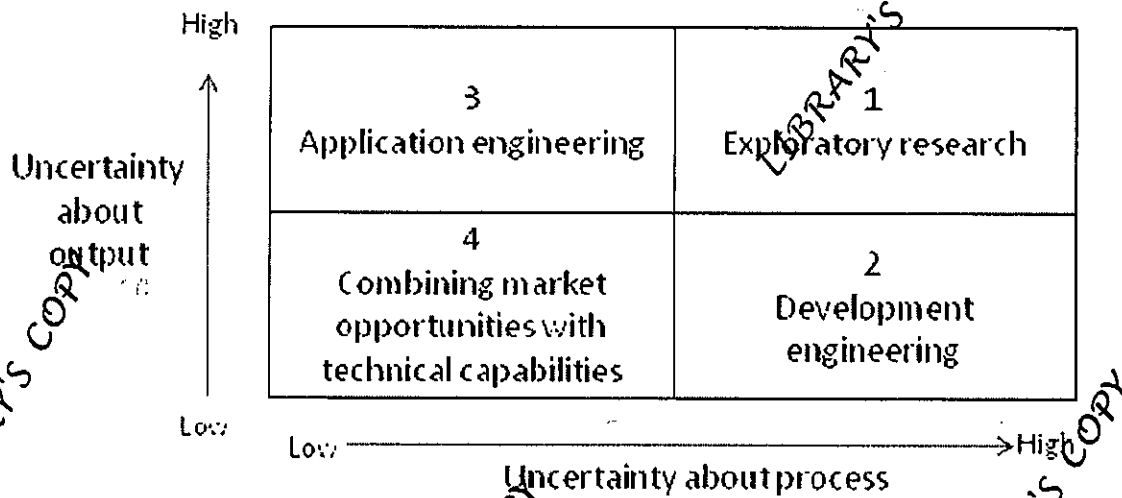
Total: 100 marks.

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

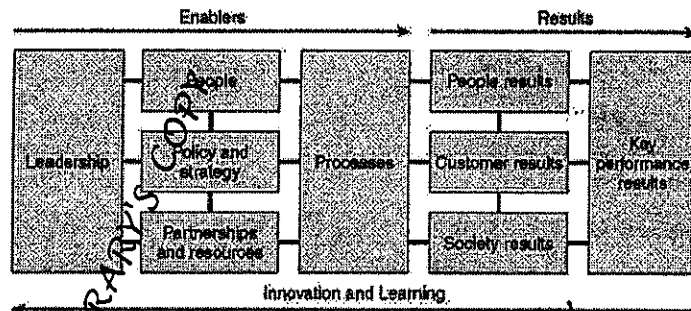
Pearson's uncertainty map below provides a framework for analyzing and understanding uncertainty and the innovation process. Explain all four quadrants with examples on how this map can help managers.



(20 marks)

**Question 2**

Do you think the EFQM model of excellence could apply to your university? What might be the benefits?



(20 marks)

**Question 3**

Explain why so many new products fail and how a company can improve its odds of new product success.

(20 marks)

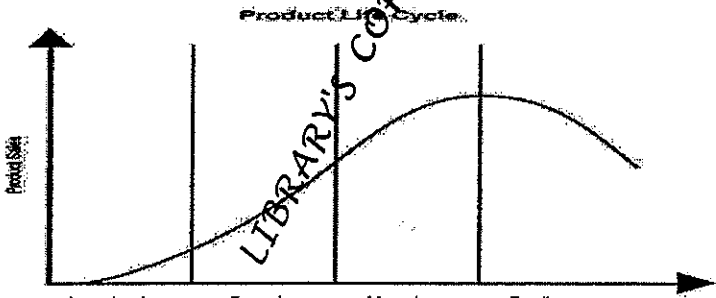
**Question 4**

Provide the major sources of external new product ideas and explain why these sources offer advantages over internal sources.

(20 marks)

**Question 5**

Each product will have a life cycle, although its exact shape and length is not known in advance. Briefly explain each step in the Product Life Cycle.



(20 marks)

**END OF EXAMINATION PAPER**