



**UNIVERSITI KUALA LUMPUR
Malaysia France Institute**

**FINAL EXAMINATION
SEPTEMBER 2014 SESSION**

SUBJECT CODE : WBB10202
SUBJECT TITLE : INNOVATION MANAGEMENT
LEVEL : BACHELOR
TIME / DURATION : 2.00 PM – 4.00 PM
(2 HOURS)
DATE : 29 DECEMBER 2014

INSTRUCTIONS TO CANDIDATES

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.

THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

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

- a) Define international market (2 marks)
- b) Explain any **two (2)** approaches to enter international market. (8 marks)

Question 2

Explain the **four (4)** functions of prototypes. (10 marks)

Question 3

Objectives are a specific result that an organization seeks to achieve in pursuing its basic mission. SMART is an acronym that can be used to help ensure that effective objectives are set. Explain the meaning of **SMART** and give one example of objective that fulfil the SMART.

(10 marks)

Question 4

Explain the **four (4)** categories of consumer products. (10 marks)

SECTION B (Total: 40 marks)**INSTRUCTION: Answer only TWO questions.****Question 1**

InnoGreen Sdn Bhd plans to introduce new product latest by end of 2016. Based on your knowledge in innovation management, help them to plan the project by answering the following questions.

- a) Explain to InnoGreen the **seven (7)** steps of innovation process that they can adopt.
(14 marks)
- b) Explain to InnoGreen any **two (2)** sources of innovation that can help them in generating the idea of the new product.
(6 marks)

Question 2

Define organizational culture and explain with appropriate examples the six (6) elements of cultural web.

(20 marks)

Question 3

Read Article 1 and answer the following questions.

- a) Identify and explain the defensive strategy used by MAS to survive from the unprofitable situation.
(5 marks)
- b) Besides the strategy in (a), suggest **one (1)** strategy that can be considered by MAS to be implemented. State your reason.
(5 marks)
- c) Employee is one of the most valuable organizational resources. Explain how organization can manage their employees.
(10 marks)

Article 1**Najib: Khazanah yet to settle compensation in MAS retrenchment plan**

BY JOSEPH SIPALAN

KUALA LUMPUR, Nov 5 — Khazanah Nasional Bhd is still evaluating the form of compensation it will hand out to the 6,000 staff of Malaysia Airlines (MAS) who will be laid off in an ambitious restructuring exercise to bring the ill national carrier back to profitability, said Prime Minister Datuk Seri Najib Razak.

He said the national investment firm is still waiting for the results of a talent evaluation programme that is being conducted by MAS before it can make a decision on the matter.

“Apart from a retrenchment scheme, Khazanah is currently evaluating other schemes that can be considered to make sure the best talents are given incentives and remain in ‘MAS Baru’,” he said in the parliament.

Khazanah announced in August a RM6 billion takeover of MAS, which fell further into crisis after the double tragedies of MH370 and MH17 that threatened to drop its poor financials.

The sovereign wealth fund later unveiled a 12-point turnaround plan for the national carrier, titled ‘Rebuilding A National Icon - The MAS Recovery Plan’, which includes transferring all MAS assets to a new entity tentatively known as ‘MAS Baru’ or ‘new MAS’.

Khazanah has also established an Outplacement Centre (OPC) that will provide support to the 6,000 staff who will be retrenched in terms of placement and professional, emotional and financial support during the transition period.

Source: <http://www.themalaymailonline.com/malaysia/article/najib-khazanah-yet-to-settle-compensation-in-mas-retrenchment-plan#sthash.XyK8i5j1.dpuf>

END OF QUESTIONS