



**UNIVERSITI KUALA LUMPUR
MALAYSIAN INSTITUTE OF INDUSTRIAL TECHNOLOGY**

**FINAL EXAMINATION
JANUARY 2016 SEMESTER**

COURSE CODE : WBB 10202
COURSE TITLE : INNOVATION MANAGEMENT
PROGRAMME LEVEL : BACHELOR
DATE : 18 MAY 2016
TIME : 9.00 AM – 12.00 PM
DURATION : 3 HOURS

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. This question paper consists of TWO (2) sections.
4. Answer ALL questions in Section A. Choose THREE (3) questions in section B.
5. Please write your answers on the answer booklet provided.
6. Please answer all questions in English only.

THERE ARE 3 PAGES OF QUESTIONS EXCLUDING THIS PAGE.

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

Marketing is a social and managerial process by which individuals and organizations obtain what they need and want through creating and exchanging value with others. Promotion is one of an important component in marketing where it constitutes of several medium of communications used by marketers which is called promotional mix. Discuss with example **TWO (2)** elements of promotional mix and provide example for each.

(10 marks)

Question 2

Before an innovation is being implemented in an organization, an innovator will come across several sources that can influence the innovation. You are required to explain **FIVE (5)** sources of innovation.

(10 marks)

Question 3

Innovation begins with an idea that is transformed into a concept that includes some new combination of what is already known. Invention and innovation involve creativity. It required thinking about the possible, about what could be, about doing things differently, and about combining facts into new combinations. Explain deeply **TWO (2)** types of innovation and provide example of related industries for each category.

(10 marks)

Question 4

The process of establishing departments within the management systems is called departmentalization. Departmentalization is the basis on which work or individuals are group into manageable units. Identify and explain with example **TWO (2)** common forms of departmentalization.

(10 marks)

SECTION B (Total: 60 marks)**INSTRUCTION: Answer only THREE (3) questions****Please use the answer booklet provided.****Question 1**

Organization infrastructure is an important element in an organization. It determines how one should work and how to work together in achieving the organization goals.

- (a) Vision and mission is part of organizational infrastructure's dimensions. Differentiate between vision and mission. (4 marks)
- (b) Describe **THREE (3)** importance of organizational mission. (6 marks)
- (c) Objective is a specific result that an organization seeks to achieve in pursuing its basic mission (David, 2003). Explain **FIVE (5)** elements that an objective should have. (10 marks)

Question 2

From innovation and marketing perspectives, there are different types of market exist that targeted specific type of consumers.

- (a) Define **FOUR (4)** types of market. (8 marks)
- (b) All consumer buying decisions generally fall along under three broad categories. Deeply explain **THREE (3)** types of consumer buying decisions and provide example for each type. (12 marks)

Question 3

Like human, any products in the market whether we use it or not have its own life cycle where it is known as Product Life Cycle (PLC).

(a) Define product life cycle. (2 marks)

(b) Choose **ONE (1)** product in the market and construct its life cycle stage. Explain each stage based on the product you had chosen. (18 marks)

Question 4

Types of product can be classified into two, which are business product and consumer product. Business owners have to identify what types of product that they have or want to produce.

(a) Explain with example **FOUR (4)** types of consumer product. (14 marks)

(b) Discuss **THREE (3)** differences between traditional personal selling and relationship selling. (6 marks)

END OF EXAMINATION PAPER