



**UNIVERSITI KUALA LUMPUR**  
**Malaysian Institute of Marine Engineering Technology**

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**FINAL EXAMINATION**  
**JANUARY 2016 SESSION**

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**COURSE CODE** : WBB 10202

**COURSE NAME** : INNOVATION MANAGEMENT

**PROGRAMME NAME** : BACHELOR OF NAVAL ARCHITECTURE &  
SHIPBUILDING

BACHELOR OF MARINE ELECTRICAL &  
ELECTRONICS

BACHELOR OR MARITIME OPERATIONS

**DATE** : 20 MAY 2016

**TIME** : 03.00 PM – 05.00 PM

**DURATION** : 2 HOURS

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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. Answer **FOUR (4)** 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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**INSTRUCTION: Answer Four (4) questions only.**  
**Please use the answer booklet provided.**

**Question 1**

- (a) An innovation is something that is new. The word innovation is derived from the Latin word "nova" meaning new. An innovation is also normally something that is novel and different.

**Differentiate between creativity, invention and innovation.** (Use table to explain your idea).

(9 marks)

- (b) Companies like Apple and 3M always listed as the most innovative organizations. Over the time they have developed a culture that fosters innovations. They recognize that innovation requires individual as well as team performance; and that customers are important but are not the sole sources of ideas; that culture is important; and that any use of a rigid process without thought just does not work.

**Summarizes the issues that are associated with myths and reality of innovation.** (Use table to explain your idea).

(16 marks)

**Question 2**

- (a) Innovations vary in scope, time for completion, and also organizational and societal impact. Categorization of any kind usually involves area of duplication, where the lines between one category and another overlap.

**Explain FIVE (5) forms of innovation with example of each.**

(25 marks)

Question 3

(a) Complete the process below.

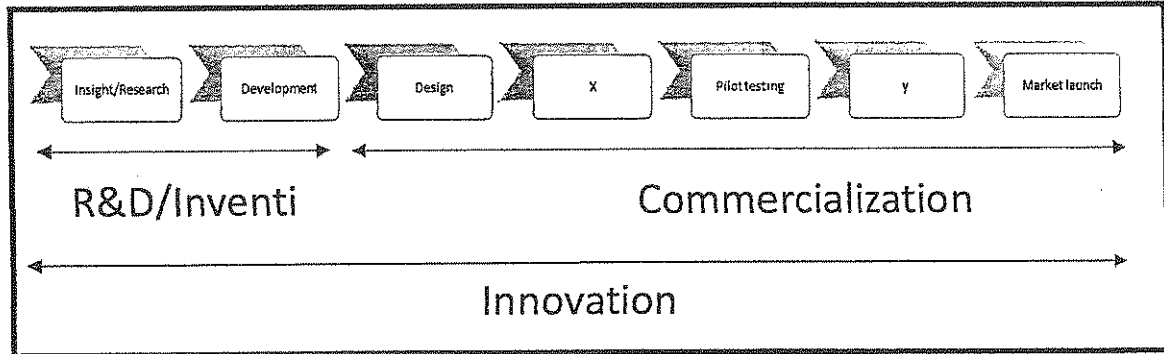


Figure 1: A generic model of the innovation process

(4 marks)

(b) Briefly explain the image of SEVEN (7) Innovation process design from the Figure 1.

(21 marks)

Question 4

(a) Resources management is efficiently and effectively the deployment of an Organisation's resources when they are needed. There are 12 types of Organizational Resources. List down and briefly explain FIVE (5) types of Innovation Resources. Give example to support your explanation.

(25 Marks)

**Question 5**

- (a) Marketing mix is a general phrase used to describe the different kinds of choices organizations have to make in the whole process of bringing products or services to market. The marketing mix helps you define the marketing elements for successfully positioning your market offer. Using the **SEVEN (7) tools of marketing mix (7 P's)**, plan on how you going to sell your new smart watch product "e-watch".

(21 marks)

- (b) Explain **TWO (2) examples of social media** for marketing purposes.

(4 marks)

**END OF QUESTION**

