



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

---

**FINAL EXAMINATION**  
**SEPTEMBER 2016 SESSION**

---

**COURSE CODE** : WBB 10202

**COURSE NAME** : INNOVATION MANAGEMENT

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

BACHELOR OF MARINE ELECTRICAL &  
ELECTRONICS

BACHELOR OF MARITIME OPERATIONS

**DATE** : 18 JANUARY 2017

**TIME** : 2.00 – 4.00 PM

**DURATION** : 2 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. 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.
- 

**THERE ARE 3 PAGES OF QUESTIONS, EXCLUDING THIS PAGE.**

---

**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 answer).

(9 marks)

- (b) There are seven sources of innovative opportunities outlined by Drucker (1985). The first four innovation sources come from within the industry and the rest arise from societal environment. **Justify FOUR (4) sources of innovation**, including an example of each. (Use table to explain your answer).

(16 marks)

### Question 2

Innovations are usually differentiated based on the degree of novelty associated with them, ranging from the highest to the smallest. **Explain FIVE (5) forms of innovation** with example of each.

(25 marks)

**Question 3**

- (a) Successful innovation teams start by selecting a diverse group of people who are analytical and creative in equal measure and have networks that are broad and as deep as their skill sets (Gaynor, 2002).

**Explain TEN (10) tips that serve as a talent management roadmap for growth companies in search of high-performance teams that deliver, including an example of each.**

(20 marks)

- (b) **Illustrate** below processes:
- i) **The technology push model process**
  - ii) **The demand push model process**

(5 marks)

**Question 4**

Resources management is efficiently and effectively the deployment of an Organization'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**