

EXAMPLARY QUESTIONS TECHNOLOGY & INNOVATION

QUESTION 1 *(max 100 words)*

In 2012, Philips introduced the Hue lamps. These were the first LED lights that were connected with a base station and a smartphone app, allowing people to program and control them with their smartphone. Explain (using the appropriate terms and formulation) whether this can be considered an incremental or a radical innovation and whether it was a sustaining or disruptive innovation.

QUESTION 2 *(max 100 words)*

Explain (a) the theoretical concept of ambidexterity, (b) why ambidexterity is important for innovation management in firms, and (c) why ambidexterity can be dynamic over time.

QUESTION 3 *(max 100 words)*

In June 2014, Tesla announced that it allowed other companies to use Tesla's patented electric vehicle technology (without having to pay license fees). Explain two important reasons why this may be an effective strategy for Tesla.

QUESTION 4 *(max 80 words):*

In the Back Bay Battery case, the maximum level of R&D investment was determined by a fixed relationship with expected turnover from sales. Explain (1) an important disadvantage of this strategy and (2) describe two other strategies for determining the level of R&D investment that do not have this disadvantage (explain why).

QUESTION 5 *(max 100 words)*

Define a product platform and give an example of a successful product platform. Which overall product strategy was followed in the example (i.e., which source of product differentiation did the product platform support)? Make sure to use the terminology of Trott.

QUESTION 6 *(max 100 words)*

Describe and explain two advantages and two disadvantages of using a Stage Gate model (or another decision stage model) to organize innovation processes. N.B. clearly elaborate why these are advantages/disadvantages.

Exam Questions On Technology Innovation

VM Jensen



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