

**Ollscoil na hÉireann, Gaillimh**  
**National University of Ireland, Galway**

**Semester I Examinations, 2003/2004**  
**Front Page Template**

Exam Code(s)	_____
Exam(s)	_____
	MBS (Corporate Strategy & People Management)
	Master of Information Technology
Module Code(s)	_____
	MG562 & MG612
Module(s)	_____
	Innovation & Technology Management
	_____
Paper No.	_____ 1 _____
Repeat Paper	_____ Special Paper _____
External Examiner(s)	_____
	Professor J. Winterton
	Professor Roy Green
	Dr RM Hilliard

<b>Instructions:</b>	<b>Answer two questions</b>
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Duration	_____ 3 _____
No. of Answer books	_____

**Requirements:**

Handout	_____
MCQ	_____ <i>h</i> _____
Statistical Tables	_____
Graph Paper	_____
Log Graph Paper	_____
Other Material	_____

No. of Pages	_____ 2 _____
Department(s)	_____ Management _____

**OLLSCOIL NA hÉIREANN, GAILLIMH  
NATIONAL UNIVERSITY OF IRELAND, GALWAY**

**SEMESTER I EXAMINATIONS 2003/04**

**MBS In Corporate Strategy  
Masters in Information Technology**

**MG562 & MG612 Innovation & Technology Management**

**Professor Jonathan Winterton  
Professor Roy Green  
Dr. Rachel Hilliard**

**Time Allowed: 3 hours**

**Please answer 2 of the following questions:**

- Q1. It is argued that innovation is the only sustainable source of competitive advantage. Discuss the role of tacit knowledge and organisational capabilities in building inimitable advantages. Can core capabilities also be core rigidities?
- Q2. Discuss the benefits and hazards in the use by firms of strategic alliances to achieve their objectives.
- Q3. Discuss the creative process within firms when it comes to development of new business concepts. How is this affected by concerns about strategic direction?
- Q4. 'The innovative capacity of individual firms is bounded by the national context.' Discuss this statement with reference to Ireland.