

TUTA.232 Strategic Management of Technology and Innovation
SMOTI Exam 18th November 2025

Please answer three (3) questions. If you answer all four (4), the grade will be based on the three weakest answers. Answer the questions in English.

Write each answer on a separate sheet of paper and put your name on every sheet. You will end up using three (3) pieces of paper.

1. Explain the following concepts. (6p)

- A) Architectural innovation
- B) Agglomeration economies
- C) Patent trolling
- D) Network externalities

2. Evaluate the advantages and disadvantages of a first mover strategy in the context of market entry in new technology. (6p)

3. When a technology's performance is plotted against time, it tends to exhibit an S-shaped curve. Similar pattern exists in technology diffusion, if the cumulative number of adopters of the technology is plotted against time. Why do both technology improvement and technology diffusion tend to follow an S-curve? Describe the reasons behind both cases. (6p)

4. Collaborative Arrangements (6p)

A) What strategic factors influence a firm's decisions on whether to collaborate in innovation and which firm to choose as a partner? Discuss possible advantages and risks. (4p)

B) What managerial and operational practices increase the likelihood of success in innovation collaboration? (2p)