

**II MBA - II Semester – Regular/Supplementary Examinations
April - 2018**

INNOVATION MANAGEMENT

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M
- a) Product innovation
 - b) Brain storming
 - c) Trade mark
 - d) Copy right
 - e) BOP
 - f) Products for BOP
 - g) Open innovation
 - h) Descriptive innovation.

SECTION – B

Answer the following: **5 x 10 = 50 M**

2. a) Discuss the types of process innovation.

OR

- b) What is Brain storming and illustrate how it will enhance the creativity in product development?

3. a) Briefly discuss the rights conferred by copy rights.

OR

b) Briefly explain the patents, trademarks and copy rights.

4. a) Explain the sources and transfer of innovation.

OR

b) Explain the models of innovation briefly.

5. a) Explain the Nature of BOP markets.

OR

b) Explain the dominant logic.

6. a) Explain the Jugaad innovation.

OR

b) Explain the Contemporary Issues in creativity and Innovations.

SECTION-C

7. Case Study

1x10=10

A lecturer is an active member of a discussion forum hosted in the Warwick Forums system. The forum is open to all members of the university. It is a very popular forum, with people from across Engineering and the Warwick Manufacturing Group participating. Such a diverse collaboration of knowledge and skills often leads to new perspectives on old problems. One particular problem seems to be quite intractable, so the lecturer posts a long description of it on the forum. She already has some possible solutions, but just needs a

little input from elsewhere. The tactic works, an MSc student offers an unusual insight that inspires a solution from the lecturer. A journal paper follows, along with, a year later, an unusual email from the exams secretary. The student has been accused of plagiarizing from the journal article. The plagiarism seems to be quite clever, but the ideas are the same and a few sentences are shared. When the lecturer looks at the student's essay, it appears that some of it has been copied from the forums discussion.

Question: What factors should be considered in resolving this?
What could have been done differently?