

Code: 17BA4T1

II MBA - II Semester - Regular Examinations - April - 2019

INNOVATION MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Creativity.
- b) Geographical Indication.
- c) Mechanism of innovation.
- d) Bottom of the Pyramid.
- e) Open innovation .

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Briefly explain the different typology of innovation.

OR

b) What are the factors influence economic effectiveness of innovation?

3. a) Define the term copy right. Discuss its nature and purpose.

OR

b) What do you mean by the term Trademark? Write about its purpose and functions.

4. a) “Innovation is the process of turning ideas into manufacturable and marketable form “Substantiate your answer.

OR

b) Differentiate technology adoption and technology diffusion.

5. a) Identify suitable products and services for BoP markets.

OR

b) Discuss the dominant logic of MNCs relating to BOP.

6. a) “Juggad Innovation is the characteristic of Indian economy.” Discuss.

OR

b) Describe the evolution of disruptive innovation concept. How do you manage disruptive innovations?

SECTION-C

7. Case Study

1x10=10 M

You own a local service station. Your service station is located in a wealthy neighbourhood. Loyal customers like the friendly fully service that you offer at your business. Your station personally pumps petrol for the customers and checks the oil, washes care windows and checks tire pressure.

New franchise petrol stations are intercepting nearly 20 percent of your customers. These service stations have incorporated popular fast food restaurants and petrol pumps with card features that allow customers to pump and pay for their petrol at the pump.

Questions:

- 1) What changes will you make to attract more customers to your service station and to compete with franchise service station?

- 2) How will you recapture customers who have opted to take their business to the convenient franchise stations?

- 3) Describe the grand opening for your remodelled service station.