

Code: 17BA4T1

**II MBA - II Semester-Regular / Supplementary Examinations
August - 2021**

INNOVATION MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Identify the different types of innovation.
- b) Quote the significance of Trademarks.
- c) Define transfer of innovation.
- d) List two examples of BoP innovations.
- e) Disruptive innovations.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Explain the process and techniques of creativity.

OR

b) Summarize the types of product innovations.

3. a) Discuss the works that can be copyrighted. Quote some examples from India.

OR

b) Illustrate the legal aspects to be considered for new innovations.

4. a) Describe any two models of innovation with examples.

OR

b) “Technology adoption is the need of the hour”. Support your answer.

5. a) Interpret the Indian market capability for BoP products and services.

OR

b) Demonstrate the use of Business Model innovations in attaining competitive advantage.

6. a) Demonstrate the success of Jugaad innovations in Indian perspective.

OR

b) Estimate the contemporary issues in Innovation Management.

SECTION-C

7. Case Study

1x10=10 M

Technological breakthrough in the machine industry is very common. Thus, whenever one company announces a new development, some of the first customers are the company's competitors. The latter will purchase the machine, strip it down, examine the new technology, and then look for ways to improve it. The original breakthroughs always are patented by the firm that discovers them, even though the technology is soon surpassed.

A few weeks ago, Tom Farrington completed the development of a specialized lathe machine that is 25 percent faster and 9 percent more efficient than anything currently on the market. Tom has shown his machine to five major firms in the industry, and all have placed orders with him. Before beginning production, however, Tom intends to get a patent on his invention. Tom has talked to an attorney about filing for a patent. The attorney believes that Tom should answer two questions before proceeding. (1) How long will it take the competition to improve on your patent? (2) How far are you willing to go to defend your patent right? Part of the attorney's comments were as follows: "It will take us about 3 years to get a patent. If, during this time the competition is able to come out with something that is better than what you have, we will have wasted a lot of time and effort. The patent will have little value because no one will be interested in using it. Since some of your first sales will be to the competition, this is something to which you have to give serious thought. Second, even if it takes four years for the competition to catch up, would you be interested in fighting those who copy your invention after, say, two years? Simply put, we can get you a patent, but I'm not sure it will provide you as much protection as you think."

Questions:

1. Given the nature of the industry, how valuable will a patent be to Tom? Explain.
2. If Tom does get a patent, can he bring action against infringers? Will it be worth the time and expense? Why or why not?
3. What do you think Tom should do? Why?