

Code: 17BA4T1

**II MBA - II Semester-Regular / Supplementary Examinations
July - 2022**

INNOVATION MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Define brainstorming.
- b) List the major types of Intellectual Property Rights.
- c) Describe about Technology adoption.
- d) Business model innovation.
- e) State two examples of Jugaad innovations.

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Discuss the barriers to innovation.

OR

b) Describe the relationship between creativity and innovation.

3. a) Illustrate the process of patent searching and application.

OR

b) Interpret the purpose and functions of geographical indicators.

4. a) Indicate the different sources of innovations.

OR

b) “Strategizing for innovation is the only way to success”.
Analyze.

5. a) Analyze how business innovations overcome the dominant logic.

OR

b) Demonstrate the nature of BoP innovations in Indian perspective.

6. a) Analyze the concept of open innovation.

OR

b) Predict how entrepreneurs manage disruptive innovations.

SECTION-C

7. Case Study

1x10=10 M

One way new products are developed is to completely go for a new innovation, or to take a current product and modify it in some form. Another way is to determine how a previously developed product can be marketed or used by a particular group of customers.

The 3M Company is famous for many products; two among them are adhesives and abrasives. In one of 3M’s most famous innovative stories was from a 3M manager, who was a member of a Church Choir, wanted to mark the pages of his Himmal so he could quickly find them. A bookmark would not do because the piece of paper could easily fall out. The manager needed something that

would adhere to the page but not tear it. The Research and Development Department of the Company identified an adhesive that could serve this purpose. A batch of the glue was prepared and applied to small pieces of paper that could be used as bookmarks. The manager who has requested the product began to think about the new product and concluded that it has uses other than the bookmark. Secretaries could use it to attach messages to files, and managers could use it to send notes along with letters and memos. In an effort to spur interest in the product, the manager had a large batch of these “attachable” notes – now called Post-it notes – made, and he began distributing them to secretaries throughout the Company. Before long, more people began to ask for them. The manager then ordered the supply cut off and told everyone whom wanted them that they would have to contact the marketing department. When that department became inundated with calls for Post-it notes, it concluded that a strong demand existed throughout the industry for these notes, and full production began. Today Post-it notes are one of the largest and most successful product lines at the 3M Company.

Questions:

1. How did the creative thinking process work in the development of this product?
2. Why did the manager send the Post-it notes to secretaries throughout the Company? What was his objective in doing this?
3. What type of innovation was this – invention, extension, duplication or synthesis? Defend your answer.