

Code: BA4T3

II MBA - II Semester - Regular Examinations JUNE 2015

INNOVATION MANAGEMENT

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Write short notes on any FIVE of the following: 5 x 2 = 10 M

- a) Creativity
- b) Process innovation
- c) Trademark
- d) Invention
- e) Business model innovation
- f) Lean thinking
- g) Intellectual property
- h) Disruptive innovation

SECTION – B

Answer the following:

5 x 10 = 50 M

2. a) Explain the process of 'Innovation Management'. What is the significance of Innovation management in context of the present business world.

OR

b) Explain product innovation and its significance by citing one or two suitable examples.

3. a) Explain the concept of Intellectual property. List major significances of Intellectual property right in context of Innovation management.

OR

b) What are the major challenges of patenting? How is patenting different from copyright?

4. a) Explain the various models of Innovation.

OR

b) What are the various strategies for Innovation in an organization?

5. a) Explain the concept of Innovation by considering the Bottom-of-Pyramid market. Illustrate with relevant examples.

OR

b) List and explain some of the most recent developments of products and services for BOP market in India.

6. a) Discuss some of the contemporary issues of 'Innovation management' by using suitable examples.

OR

b) What is the difference between 'open innovation' and 'closed innovation'? How can a company gain competitive advantage through open innovation?

SECTION – C

7. Case Study

1 x 10 = 10 M

The Chotokool refrigerator

During the development of Chotokool, a very cheap and compact refrigerator designed for families and small retailers in the country, Godrej's designers went to visit potential customers in villages many times to understand their needs. Later in the development process, the designers returned with prototypes and collected more responses and ideas from end users. In total, the team spent 50 days with users in villages.

The result – called Chotokool – was a refrigerator with a 43liter volume. Cooling is done using so-called “Peltier” technology. It draws only between 40 and 60 watts. Chotokool can operate from batteries or solar cells. The box is made of plastic and the entire unit is assembled from a total of 20 parts. The Chotokool is opened from above, so the cold air stays down in the box. The price is Rs. 3,400 – approx. US\$ 65.

- a) Do you consider ‘chotokool’ as Frugal Innovation? Justify your answer by applying the concept of ‘Jugaad’.
- b) How relevant is this ‘Innovation’ to the BOP market? Justify your answer with relevant facts and information.