

Code No: **21BA4T1****II MBA - II Semester – Regular / Supplementary Examinations
MAY 2024****INNOVATION MANAGEMENT**

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains three Parts-A, Part-B and Part-C.
2. Part-A contains 8 short answer questions. Answer any **Five** Questions.
Each Question carries 2 Marks.
3. Part-B contains 5 essay questions with an internal choice from each unit.
Each Question carries 10 marks.
4. Part-C contains one Case Study for 10 Marks.
5. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

PART - A

		BL	CO
1. a)	Define Creativity.	L1	CO1
1. b)	Recall the concept of Trademarks.	L1	CO2
1. c)	Tell about Innovation.	L1	CO3
1. d)	List out the features of BOP.	L1	CO4
1. e)	Define Jugaad Innovation.	L1	CO5
1. f)	Discuss Copyrights.	L2	CO2
1. g)	Explain about Diffusion.	L2	CO3
1. h)	Describe about Dominant Logic.	L1	CO4

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Explain the different steps involved in Creativity process with an example.	L2	CO1	5 M
	b)	Illustrate the Techniques of Creativity.	L3	CO1	5 M
OR					
3.	a)	Summarize the types of Innovation with an example.	L2	CO1	5 M
	b)	Demonstrate the strategies to overcome the Barriers to Innovation.	L3	CO1	5 M
<u>UNIT – II</u>					
4.	a)	Analyze the importance of Intellectual Property Rights with a suitable example.	L4	CO2	5 M
	b)	Explain the benefits of Patents with an example.	L4	CO2	5 M
OR					
5.	a)	Analyze the Geographical Indications with a suitable example.	L4	CO2	5 M
	b)	Categorize the Legal aspects with a suitable example.	L4	CO2	5 M
<u>UNIT-III</u>					
6.	a)	Illustrate the Mechanisms of Innovation with an example.	L3	CO3	5 M
	b)	Choose a Model of Innovation and give a suitable example.	L3	CO3	5 M
OR					
7.	a)	Explain the Strategies for Innovation with an example.	L4	CO3	5 M

	b)	Choose a Technology Adoption for Innovation with a suitable example.	L3	CO3	5 M
<u>UNIT – IV</u>					
8.	a)	Explain the nature of BOP markets with an example.	L4	CO4	5 M
	b)	Analyze a Business Model of Innovation with a suitable example.	L4	CO4	5 M
OR					
9.	a)	Discuss about the Products and services for the BOP.	L2	CO4	5 M
	b)	Illustrate about Bottom of Pyramid Innovation with an example.	L3	CO4	5 M
<u>UNIT – V</u>					
10.	a)	Explain about Contemporary issues in Innovation with an example.	L4	CO5	5 M
	b)	Demonstrate the Managing Disruptive Innovation.	L3	CO5	5 M
OR					
11.	a)	Explain the Concept of Open Innovation with a suitable example.	L4	CO5	5 M
	b)	Classify the Characteristics of Jugaad Innovation with an example.	L2	CO5	5 M

PART –C

		BL	CO	Max. Marks
12.	Nano from Tata's may be flash point. There were other heroes who proved to be successful innovators in India. Ujwal Pagri is one among them. As director of Shri Kamadhenu	L2	CO1 CO2 CO3	10 M

	<p>Electronics, the Anand based company founded by seven young entrepreneurs with less than half a million rupees as seed capital. He has been part of the innovation wave. His firm has developed Akash ganga, an automatic milk collection and accounting system that has made lives of dairy farmers in cooperatives much easier. What previously took over five minutes, now gets done in just 30 seconds, saving dairy farmers from serpentine queues where they had to worry about their milk getting spoil by the time it was measured. The machine incorporates a milk analyser that provides data on six parameters of milk simultaneously and helps to monitor adulteration. Little wonder that Akash ganga in addition to big dairy and food clients, such as Amul, Nestle India transformed milk collection systems across Maharashtra, Bihar, Jharkhand and Rajasthan and has even found a ready market in countries like Kenya, Uganda, Vietnam and Nepal.</p> <p>Questions</p> <ol style="list-style-type: none"> 1.) In what way innovations affect the tata group? 2.) What are the advantages of becoming the first in technology innovation in a particular industry? 			
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