

Code: BA4T3

II MBA - II Semester - Regular Examinations JULY 2014

INNOVATION MANAGEMENT

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following:

5 x 2 = 10 M

- a) Innovation
- b) Patent
- c) Technology
- d) Concurrent engineering
- e) Organizational innovation
- f) BOP
- g) Geographical indication
- h) Competence

SECTION – B

Answer the following:

5 x 10 = 50 M

2. a) What is creativity? How does creativity contribute to Innovation?

OR

b) Explain the various types of Innovation?

3. a) What are the various legal aspects associated with Intellectual property. Illustrate with suitable example.

OR

b) Explain in brief the rights conferred by copyrights. Briefly discuss copyright infringement and its consequences in context of Innovation management.

4. a) What are the various sources of Innovation? Explain the concept of 'Innovation transfer' with relevant example.

OR

b) Describe 'Innovation mechanism' by considering an Industry example of your choice.

5. a) Why is Innovation of 'products and services' so significant for the Bottom-of-Pyramid market. Explain one such example which is highly innovative and transformed the BOP market.

OR

b) What is business model innovation? Why is it necessary for an organization, illustrate with example.

6. a) Explain the concept of disruptive innovation. Illustrate its significance in the present business scenario by considering any two examples of your choice.

OR

b) Explain the concept of 'Jugaad Innovation'. Illustrate its significance in the present business scenario by considering any two examples of your choice.

SECTION – C

7. Case Study

1 x 10 = 10 M

The Mitticool, an idea born out of adverse circumstances, shows how a resilient mindset can transform scarcity into opportunity. Combining limited resources and a never-say-die attitude, Prajapati tapped into his empathy and passion for his fellow community members to conjure up an ingenious solution that improved lives in Gujarat and beyond. Not only did he produce a cheap and effective cooling device, but he also created jobs for dozens of undereducated women. In doing so, Prajapati is both driving environmental and socioeconomic sustainability in his community and ensuring the financial sustainability of his own business. Prajapati embodies the true spirit of *jugaad*.

In 2001, an earthquake had devastated Prajapati's village and the surrounding area. Reading a report of the devastation in the local newspaper, he noticed a photo caption: "Poor man's fridge broken!" The photo featured a smashed earthen pot commonly used by villagers to fetch water and keep it cool. And though the newspaper had called it a fridge in jest, it triggered Prajapati's first eureka moment. *Why not use clay, he thought, to make a real fridge for villagers—one that looks like a typical fridge, but is more affordable and doesn't need electricity?* Over five hundred million Indians live without reliable electricity, including most of the people in Prajapati's village.³ The positive health and lifestyle benefits of owning a fridge in a desert village where fruit,

vegetables, and dairy are available only intermittently would be tremendous.

- a) Do you consider 'Mitticool' 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.