

Code No: **21BA4T1****II MBA - II Semester - Regular Examinations - JULY 2023****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)	Recall the concept of Creativity.	L1	CO1
1. b)	Outline on Copyrights.	L2	CO2
1. c)	What do you mean by Innovation?	L1	CO3
1. d)	Summarize about Bottom of pyramid.	L2	CO4
1. e)	Explain about Juggad innovation.	L2	CO5
1. f)	Tell about Intellectual property.	L1	CO2
1. g)	Outline on Diffusion.	L2	CO3
1. h)	Explain about Dominant logic.	L2	CO4

PART – B

			BL	CO	Max. Marks
<u>UNIT – I</u>					
2.	a)	Summarize about Techniques of creativity with an example.	L2	CO1	5 M
	b)	Explain about the Process of creativity.	L2	CO1	5 M

OR					
3.	a)	Classify the Process of innovation with an example.	L2	CO1	5 M
	b)	Explain the Barriers to innovation with a suitable example.	L2	CO1	5 M
<u>UNIT – II</u>					
4.	a)	Analyze the need of Trademarks with an example.	L4	CO2	5 M
	b)	Categorize the Geographical indications with a suitable example.	L4	CO2	5 M
OR					
5.	a)	List out the benefits of Intellectual property rights.	L4	CO2	5 M
	b)	Categorize the Legal aspects of innovation with a suitable example.	L4	CO2	5 M
<u>UNIT-III</u>					
6.	a)	Explain the transfer of innovation with an example.	L5	CO3	5 M
	b)	Determine the Sources of innovation with a suitable example.	L5	CO3	5 M
OR					
7.	a)	Recommend the Strategies for innovation with an example.	L5	CO3	5 M
	b)	Explain the importance of Technology adoption in innovation.	L5	CO3	5 M
<u>UNIT – IV</u>					
8.	a)	Elaborate the Business model for innovation with an example.	L6	CO4	5 M
	b)	Discuss the importance of Bottom of pyramid innovation.	L6	CO4	5 M

OR					
9.	a)	Design the Products and services for the BOP with an example.	L6	CO4	5 M
	b)	Discuss the Nature of BOP markets with a suitable example.	L6	CO4	5 M

UNIT – V

10.	a)	Explain the Contemporary issues in innovation with an example.	L5	CO5	5 M
	b)	Determine the importance of Managing disruptive innovations.	L5	CO5	5 M

OR

11.	a)	Explain the benefits of Open innovation with an example.	L5	CO5	5 M
	b)	Justify the importance of Juggad innovation with a suitable example.	L5	CO5	5 M

PART –C

		BL	CO	Max. Marks
12.	During the late 80s, Michael Dell and his company, Dell Inc., revolutionized the global PC market by the latter's 'Dell Direct Business Model', where it eliminated all kinds of middlemen and directly supplied customized PCs to the customers. For the last two decades, the company continued to be the market leader in the small household PC segment. However, after enjoying the supremacy for two decades since 2005, it started facing competition. August 2006 was the cruelest month for Dell as the company's bottom line experienced an unprecedented decline. The company's revenue and profit failed	L3, L4	CO1, CO2, CO3	10 M

to match the expectations. Besides, it had to write off US\$ 450 million (mn) for the installation of defective capacitors in its computers and opt for workforce alignment. It also recalled lithium batteries manufactured by Sony from its laptop. The analysts were thus, skeptical about the future of the organization. The company was termed as less innovative than its competitors as it failed to launch innovative products in the market. To be on the growth trajectory again, it planned to enter into the consumer electronics segment. But the analysts were doubtful about the success of Dell's 'Direct Business Model' in the consumer electronics segment. The case deals with Dell's business model, viable alternative of Dell's business model and its success in the consumer electronics segment. It provides a scope for discussing whether the turnaround strategy of Dell would be successful and about the scenario of global PC industry and global consumer electronics market.

Questions

- i) Discuss how Dell revolutionized the global innovative PC market.
- ii) How do you Design a successful innovation strategy for Dell?