

Code: BA4T3

**II MBA - II Semester – Regular/Supplementary Examinations
MAY 2017**

INNOVATION MANAGEMENT

Duration: 3 hours

Max. Marks: 70 M

SECTION-A

1. Answer any FIVE of the following: 5 x 2 = 10 M

- a) Creativity
- b) Product innovation
- c) Patents
- d) Transfer innovation
- e) BOP
- f) Brain storming
- g) Synectics
- h) Trade Mark

SECTION – B

Answer the following:

5 x 10 = 50 M

2. a) Explain the creativity process. Illustrate an organizational example.

OR

b) Discuss the types of Product innovation. Give an organizational example.

3. a) What are the various legal aspects related to intellectual property? Illustrate with an example.

OR

b) Explain briefly the rights conferred to copy rights. Give an example of Innovative Product.

4. a) Explain the concept of Transfer of Innovation. Illustrate an Example.

OR

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

5. a) Discuss the significance of Innovation in Bottom of Pyramid Markets. Illustrate an example.

OR

b) Why business model innovations are required for organizations? Give an example.

6. a) Explain the concept of Disruptive innovations. Illustrate an example.

OR

b) Explain the concept of Jugaad Innovation. Illustrate its significance in present business scenario with an example.

SECTION-C

7. Case Study

1x10=10

A number of studies attest to the potential economic benefits of GI registration. A consumer survey undertaken in the European Union in 1999 found that 40 per cent of the consumers would pay a premium of 10 per cent for origin-guaranteed products (WTO, 2004). Despite the fact that the GI concept is yet to mature in India, an United Nations Conference on Trade and Development (UNCTAD) study has revealed that GI registered agricultural products can fetch a price premium of 10–15 per cent whereas for non-agricultural products it would be to the tune of 5-10 per cent . Since the first Indian GI was registered in 2004, 172 GIs have been registered with the GI Registry of India. Of these, more than half (64 per cent) are handicrafts, more than one fourth (26 per cent) are agricultural products, and the remaining are food and manufacturing products. ‘Banaras brocades and saris’ secured registration under the GI Act in September 2009, with the application filed Welfare Association (HWA), joint director industries (eastern zone), director of handlooms and textiles Uttar Pradesh Handloom Fabrics Marketing Cooperative Federation, Eastern UP Exporters Association (EUPEA), Banarasi Vastra Udyog Sangh, Banaras Hath Kargha Vikas Samiti and Adarsh Silk Bunkar Sahkari Samiti. The weaver community predominantly constitutes poor Muslims and Dalits and the structure of production is based on a hierarchy of kothdars (wholesale dealers), master weavers and other weavers. An important dimension of GI is that it does not protect knowledge or technology as such. It only protects

the name or indication. This essentially means that the famous Banarasi sari can be produced anywhere in the world but it cannot be named 'Banarasi sari'. For a price-conscious consumer, it might not make much sense to buy GI certified products at a premium, if the same product is available elsewhere. One of the main problems is the ambiguity in the definition of the term 'producer' in the legislation which does not distinguish between real producer, retailer or dealer. As a result of this, the benefits of the registration may not percolate down to the real producer.

- a) Do you think that GI Act in India is adequate to protect the interests of the producers?
- b) Which part of the GI Act in India needs to be modified to make it more beneficial to the producers?
- c) What are the modifications would you suggest to make it more foolproof?