

Code: 17BA4T1

**II MBA - II Semester – Regular / Supplementary Examinations
September - 2020**

INNOVATION MANAGEMENT

Duration: 3 hours

Max. Marks: 60

SECTION - A

1. Answer the following:

5 x 2 = 10 M

- a) Innovation
- b) Intellectual property
- c) Technology diffusion
- d) Bottom of the pyramid
- e) Disruptive innovation

SECTION – B

Answer the following:

5 x 8 = 40 M

2. a) Explain the innovation types and process in detail with suitable examples.

(OR)

b) Bring out the importance of creativity techniques in managing technology.

3. a) What are the different types of patents? Explain.

(OR)

b) Illustrate any two Indian products or services which obtained Geographical Indications.

4. a) Explain different sources of innovation.

(OR)

b) What strategies do you recommend for technology diffusion?

5. a) Explain principles of innovation for Bottom of the Pyramid (BoP) markets.

(OR)

b) Discuss the dominant logic of Multi National Companies (MNCs) relating to BOP.

6. a) What do you mean by open innovation? What are the challenges of open innovation?

(OR)

b) Briefly explain few innovations introduced by Indian organizations in the recent past. Comment on their effectiveness.

SECTION-C

7. Case Study

1x10=10 M

Cafe coffee day is owned by ABCCTCL, which is the largest producer of Arabica coffee in Asia. Started in 1996 by VG Siddarth, CCD pioneered the cafe concept in India. By 2000, the company had just 14 outlets in six cities. Then the company started

on a massive expansion program that has seen it up nearly 1000 outlets in India in ten years. It also has shops in Vienna and Karachi and has plans to expand to other overseas destinations.

- i) Brand experience: CCD made coffee drinking popular among Indian youth by offering a branded experience environment and other value additions. This meant that customers were willing to pay much higher for a cup of coffee.
- ii) Reinforcing brand with cluster approach: CCD created entry barriers by opening multiple outlets within short distance of each other in major cities.
- iii) Multiple formats: Cafe's- high street cafes, garden cafes, Mall cafes and highway cafes etc.
- iv) Vertical integration: Integrating value chain, 'from bean to cup', ABC TCL was able to reduce to cost, assure adequate supply demand and gain economies of operation.

Questions:

- a) What are the various innovative strategies adopted by cafe day to become a trusted brand in food service in India?
- b) How does an organization ideate future innovations?
- c) Having expanded largely, what would be the challenge CCD would have to face to retain its market share?