



II Semester M.B.A. Degree Examination, July 2017
(CBCS Scheme)
MANAGEMENT

Paper – 2.7 : Innovation Management

Time : 3 Hours

Max. Marks : 70

Instruction : Answer *all* the Sections.

SECTION – A

Answer **any five** of the following questions. **Each** question carries **5** marks. (5×5=25)

1. Define innovation. Highlight the approaches to innovation.
2. Explain different sources of innovation.
3. What is multiple product options ? Discuss.
4. What are the sources of financing for innovation ?
5. What are the factors affecting the effectiveness of innovation ?
6. State the characteristics of service innovation.
7. Explain out of Box approach.

SECTION – B

Answer **any three** of the following questions. **Each** question carries **10** marks. (3×10=30)

8. Briefly explain the different typology of innovation.
9. Explain the different components of intellectual property to protect innovation.
10. Explain the various sources from which innovations may be generated.
11. Discuss the soft methods of innovation management.



SECTION - C

Compulsory Section :**(1×15=15)**

12. You own a local service station. Your service station is located in a wealthy neighborhood. Loyal customers like the friendly full service that you offer at your business. Your station personally pumps petrol for the customers and checks the oil, washes car windows and checks tire pressure.

New franchise petrol stations are intercepting nearly 20 percent of your customers. These service stations have incorporated popular fast food restaurants and petrol pumps with credit card features that allow customers to pump and pay for their petrol at the pump.

Questions :

- 1) What changes will you make to attract more customers to your service station and to compete with franchise service station ?
 - 2) How will you recapture customers who have opted to take their business to the convenient franchise stations ?
 - 3) Describe the grand opening for your remodeled service station.
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