

**DURATION: 2 ½ HOURS.**

**MARKS: 75**

Note: All the questions are compulsory;  
Figures to the right indicate full marks

**Q.1 (A) Select the most appropriate answer from the options given below (any 8) 08**

- 1 \_\_\_\_\_ is the conversion of new knowledge into new products , new processes and new services.  
( i ) Innovation (ii) Production (iii) Processing
- 2 An innovation is a tangible product, process or procedure within an \_\_\_\_\_.  
( i )Market (ii) Society (iii) Organization
- 3 \_\_\_\_\_ is a voice within, mystical and not easily defined.  
(i) Creativity (ii) Intuition (iii) Reflection
- 4 To be protected by copyright law the \_\_\_\_\_ work must be original.  
(i) Holder’s (ii) Author’s (iii) Marketing
- 5 \_\_\_\_\_ has led to multinational operations.  
( i ) Globalization (ii) Nationalization (iii) Open trade.
- 6 Innovation effort will be successful in terms of efficiency, economy and effectiveness only when it is \_\_\_\_\_.  
(i) Regulated (ii) Relegated (iii) Reversed
- 7 Setting \_\_\_\_\_ direction is the first responsibility of senior leaders.  
(i) Strategic (ii) Organizational (iii) Business
- 8 \_\_\_\_\_ processes are the vital process of any organization.  
( i )Continual (ii) Core (iii) Support.
- 9 \_\_\_\_\_ testing is essentially an experimental activity.  
( i ) Concept (ii) Product (iii) Sample
- 10 The purpose of product testing is to reduce the risks further in the decision leading to the product \_\_\_\_\_.  
(i) Launch (ii)Scrapping (iii) Benchmarking

**Q.1 (B) State whether the following statements are True or false (any 7) 07**

1. Product innovation expands business opportunities and improves the outcome.
2. Unsuccessful companies today value the slogan” Innovate or perish.
3. Continuous innovation refers to dramatic and revolutionary changes

4. Intuition is a voice within, mystical and not easily defined
5. Blue hat is the process hat – It is the overview or process control hat
6. Patents can be either process or product patents.
7. Quality in a product or service is what the supplier puts in.
8. Creativity occurs easily and automatically
9. New product failures occur when consumer habits are hard to change.
10. Benchmarking is a motivation activity.

- Q.2 a) What is innovation management? Explain the significance of Innovation management. 7.5  
b) Explain the principles of innovation 7.5

**OR**

- Q. 2 c) What is creative thinking? Distinguish between Traditional v/s Creative thinking 7.5  
d) Write a note on Trademarks and Industrial Design. 7.5

- Q.3 a) Explain the factors influencing organizational design 7.5  
b) Explain the different strategies of innovation. 7.5

**OR**

- Q. 3 c) Explain creative organisation with reference to 7 S framework. 7.5  
d) Explain the need and features of creative organisation. 7.5

- Q.4 a) Explain the different process of new product development 7.5  
b) Explain the features of BPR. 7.5

**OR**

- Q. 4 c) Explain the factors influencing diffusion strategy 7.5  
d) What is concept generation? Explain five step method of concept generation 7.5

- Q. 5 Write Short notes on (any 3) 15

- a) Intuition
- b) Copyright
- c) Benchmarking
- d) Concept screening
- e) Product testing

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