

**DURATION: 2 ½ HOURS.**

**MARKS: 75**

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

**Q1) (A) Multiple Choice Questions:- (any 8)**

**(8)**

1. The word innovation appears from a Latin word \_\_\_\_\_ which means to renew , to make new or alter.
  - a) Innovare
  - b) Processare
  - c) Producare
2. Creative thinking is often referred to as \_\_\_\_\_ thinking.
  - a) Innovative
  - b) Lateral
  - c) Procedural
3. \_\_\_\_\_ play an increasingly important role in innovation and economic performance.
  - a) Patents
  - b) Products
  - c) Processes
4. When a firm chooses to pursue \_\_\_\_\_ innovation strategy , it opts to set up a separate unit for research.
  - a) Product
  - b) Process
  - c) Radical
5. New technologies and innovative business models are often introduced through \_\_\_\_\_ entrepreneurial firms.
  - a) Dynamic
  - b) Organic
  - c) Small
6. \_\_\_\_\_ promotes understanding of objectives, fosters teamwork and encourages the spirit of achievement.
  - a) Intimation
  - b) Communication
  - c) Innovation
7. In \_\_\_\_\_ firms , information is often hoarded as a source of organizational power.
  - a) Upstart
  - b) Hierarchical
  - c) Traditional
8. The worst environment of \_\_\_\_\_ is one that is unwelcoming to new ideas.
  - a) Markets
  - b) Business
  - c) Creativity

9. Process \_\_\_\_\_ must be considered as a proactive task of management in this competitive world.
  - a) Improvement
  - b) Modification
  - c) Reversal
10. \_\_\_\_\_ is the process of closing the gap between what people do not know and what they can effectively put in use.
  - a) Obsolescence
  - b) Innovation
  - c) Diffusion

**Q1) (B) State whether the following statements are True or False:- (Any 7) (7)**

1. Blind testing involves providing customers with the test product and giving them an incentive to participate.
2. Published literatures are sources of eternal data collection in case of concept generation.
3. There are four main elements of diffusion stated as follows: Innovation, communication channels, time and social system.
4. Innovation management is the integrated organization of innovation process.
5. Brainstorming helps to develop career in a way that takes best advantage of individuals talents, abilities and opportunities.
6. An invention must own utility for funding of patent no valid patent can be granted for an invention lacking of utility.
7. Chain of Command states that a subordinate should have only one superior to whom he or she is directly responsible.
8. Transformational leadership are true leaders who inspire their teams constantly with a shared vision of the future.
9. Creativity improves the process of solving problems.
10. Product design is normally the last step immediately after accepting the concept of the product.

**Q2) (A) What do you mean by innovation? Explain the various types and stages of innovation. (15)**

**(OR)**

- (B) Write a note on Creative Methods. (7)
- (C) Elaborate role of TRIPs in Patents. (8)

**Q3) (A) Explain the traits of Innovative organizations. (8)**

- (B) Explain various styles of leadership adopted in an organization. (7)

**(OR)**

- (C) Explain in detail McKinsey's 7s framework model. (7)
- (D) Explain the characteristics of creative organizations. (8)

Q4) (A) State various indicators which decide the success and failures of new product. (7)

(B) Explain various types of benchmarking. (8)

(OR)

(C) Write a note on stages of Diffusion of innovation. (7)

(D) Write a note on Business Process Re-engineering. (8)

Q5) (A) Explain major decisions to be considered in constructing a product test. (15)

(OR)

(B) Write short notes on:- (Any 3) (15)

1. 5-Step Methods of Concept Generation
2. Types of organizational structure
3. Left Brain and Right Brain Thinking
4. Process of Adoption
5. Process Management

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