

Paper Details : 2M00153 - S.Y .B.M.S. (Sem. III) (Choice Base) / 80315 - Product Innovations Management.

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Product Innovation Management

Synoptic Answer

SYBMS Semester IV

Q1. A Match the following: (any 7)

	Group A	Group B
	a	x
	b	iv
	c	i
	d	ix
	e	ii
	f	iii
	g	v
	h	vi
	i	Viii
	j	viii

Q1. B True or False (any 8)

08

1= True, 2=False, 3=True, 4=True, 5=True, 6= false, 7=False, 8-True, 9= True 10=False

Q2 a) What is innovation management? Explain the features of it.

07

1. Knowledge based,
2. Culture based,
3. Need base,
4. Entrepreneurial and intrapreneurial ,
5. Science and Art,
6. Risky
7. Economical and beneficial

- b) Explain the principles of innovation. 08
1. Analyze
 2. Conceive and perceive
 3. Be focused
 4. Start small
 5. Aim at leadership
 6. Target the present
 7. Build on strength
 8. Beneficial

OR

- c) Distinguish between Traditional V/S Creative thinking. 07
1. On the basis
 2. Concern,
 3. Thinking process,
 4. Idea generation,
 5. Thinking process,
 6. Idea screening,
 7. Idea evaluation,
 8. Idea selection
 9. Brain

- d) Explain the different methods of creativity. 08

Brainstorming

Lateral Thinking

-Six thinking hats

-Random input

-Reversal

-Scamper

-Methods

- Q3 a) Explain the various factors that influence organizational design. 07
1. Environmental factors
 2. Economic factors
 3. Globalization factors

- b) Explain the features of creative organization. 08
1. People
 2. Attitude
 3. Organization
 4. Market

OR

- c) Explain the process of new product development. 07

1. Idea generation
2. Idea screening
3. Idea evaluation
4. Business analysis
5. Product development and testing
6. Market testing
7. Commercialization

d) Explain the features of Process. 08

1. Goal oriented
2. Capable
3. Legitimate
4. Dynamic
5. Entropy
6. Activities
7. Components

Q4 a) What is benchmarking? Explain the steps in benchmarking 07

1. Determine what should be benchmarked
2. Identify the benchmark partners
3. Gather data about the performances of partners
4. Analyze the data
5. Determine the gap
6. Implement the specific actions and monitor the progress
7. Start again

b) Explain the techniques of process improvement. 08

1. 5W2H
2. Work simplification
3. Kaizen
4. Six sigma

OR

c) What is BPR ? Explain the features of BPR . 07

1. Starting from scratch
2. No assumption
3. Dramatic improvement
4. Normative
5. Radical redign
6. Reinvention
7. Process orientation
8. Continuous

d) Explain the process of BPR in brief. 08

1. Define objectives
2. Identify customer needs
3. Study the existing process
4. Formulate a re-design process plan
5. Implementation and re design

Q5 a) Explain 5 step method of concept generation . 07

1. Clarify the problem
2. Search externally
3. Search internally
4. Explore systematically
5. Reflect on the solutions and the process

b) Explain the benefit of choosing a structured method. 08

1. A customer focused product
2. A competitive design
3. Better product process coordination
4. Reduced time to product introduction
5. Effective group decision making
6. Documentation

Short notes (Any THREE of the Following)

1) Six sigma

Six Sigma is a disciplined, statistical-based, data-driven approach and continuous improvement methodology for eliminating defects in a product, process or service. It was developed by Motorola and Bill Smith in the early 1980's based on quality management fundamentals, then became a popular management approach at General Electric (GE) with Jack Welch in the early 1990's.

2) Six thinking hats

Six Thinking Hats or Edward de Bono's **Six Hats** is a good decision making technique and method for group discussions and individual **thinking**. Combined with the parallel **thinking** process, this technique helps groups think more effectively.

3) Kaizen

Kaizen refers to activities that continuously improve all functions and involve all employees from the CEO to the assembly line workers. It also applies to processes, such as purchasing and logistics, that cross organizational boundaries into the supply chain. It has been applied in healthcare, psychotherapy, life-coaching, government, and banking.

Innovation diffusion theory.

4) Diffusion of Innovation (DOI) Theory, developed by E.M. Rogers in 1962, is one of the oldest social science theories. It originated in communication to explain how, over time, an idea or

product gains momentum and diffuses (or spreads) through a specific population or social system. The end result of this diffusion is that people, as part of a social system, adopt a new idea, behavior, or product. Adoption means that a person does something differently than what they had previously (i.e., purchase or use a new product, acquire and perform a new behavior, etc.). The key to adoption is that the person must perceive the idea, behavior, or product as new or innovative. It is through this that diffusion is possible.
