



II Semester M.B.A. Degree Examination, July 2018

(CBCS)

MANAGEMENT

2.7 : Innovation Management

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any five** questions from the following. **Each** question carries **5** marks.

(5×5=25)

1. What is Disruptive innovation ? Illustrate with suitable example.
2. Outline the various sources of innovation.
3. What is Blue Ocean strategy ? Does it strengthen the competitive advantage of a firm.
4. Discuss the various soft methods of innovation management.
5. What is service design innovation ? Bring out the different stages of service design innovation.
6. "Innovation in technology contributes to the changes in society". Elucidate.
7. Explain intellectual property of innovations with suitable examples.

SECTION – B

Answer **any three** questions from the following. **Each** question carries **10** marks.

(3×10=30)

8. "Innovation is the process of turning ideas into manufacturable and marketable form". Substantiate your answer.
9. Explain various sources of finance for innovation ? Use suitable examples of your choice.
10. Discuss the different tools of intellectual property to protect innovation.
11. Explain the systemic and analytical methods and techniques of innovation management.



SECTION – C

Compulsory case study :

(1×15=15)

12. Big industrial projects are often blamed for taking land, water and labour away from agriculture, but in Jamnagar, some big industrialists have done the opposite—turned acres of barren land into mango orchards. Some industry that are known for their highly polluting refineries and cement plants are among the leading mango producers of the country. The polluting industries need to maintain a certain area as buffer green zone. This should be done by earmarking certain extend of land for plantation in the vicinity of the factory. Some of these companies have taken up this as a challenge to venture into horticulture production that too in a semi-arid zone with less water availability. They have planted large number of mango trees with organic farming practices. Each tree was irrigated with drip irrigation facility to conserve water. The varieties planted would bear fruits in 3-5 years instead of the long period. The companies now produce high quality mangoes.

The companies work on earning goodwill of the farmers. They encourage farmers to visit its orchard and learn from its innovative practices. It also distributes one lakh free saplings to farmers every year. Thus the entrepreneurs were able to convert what was once a threat to their business in the form of fine due to pollution to a ecologically sustainable business practice that protects the environment and produce some income to the company.

It plays a strategic role in maintaining relationship and goodwill. Neatly packed 10 kg organic mango boxes from these industrial houses during summer is among the most sought-after gifts by stake holders and employees.

Based on the case study, answer the following questions :

- a) What innovativeness did the companies inculcate to reduce pollution ?
- b) Explain the strategy adopted by these companies to convert a threat to their existence to an opportunity for furthering their business interest.
- c) If you were the CEO of a company that faces similar challenges, what would be your strategy to overcome the threats of closure ?