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III Semester M.B.A. Degree Examination, March - 2021**MANAGEMENT****Ideation, Design Thinking and Innovation****(CBCS Scheme 2019-20)****Paper - 3.5.1****Time : 3 Hours****Maximum Marks : 70****SECTION - A**Answer any **Five** questions, each carries **5** marks.**(5×5=25)**

1. What is lateral thinking. How does it facilitate innovation?
2. Differentiate between managerial decision making and entrepreneurial decision making.
3. Briefly explain the De Bono theory of six thinking hats.
4. Explain the relevance of design thinking in today's disruptive world.
5. Define opportunity. Explain the sources of idea for opportunity?
6. A leading corporate personality commented that many startups in India are copy cats. Do you agree with this? Substantiate your answer.
7. Discuss the business opportunities in emerging environment.

SECTION - BAnswer any **Three** questions, each carries **10** marks.**(3×10=30)**

8. Briefly explain the various techniques of Idea generation.
9. Explain various forms of intellectual property rights. State its relevance on business.
10. Explain in detail the various stages of design thinking.
11. Explain the role of technology in innovation. Cite examples.

SECTION - C**Compulsory Question.****(1×15=15)****12. CASE STUDY**

India was put under lock down due to Covid-19 pandemic from march 2020. There were huge disruptions in supply chain management. There were complete ban on movement of people except for the emergency. The situation led to many conventional small businesses getting closed or severely affecting and leading to a fight for their existence. More and

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more people were using the online methods for ordering and delivery. Contactless purchase, payment and delivery has become the new normal in the country. Online purchase has penetrated to the semi-urban areas and even to the rural areas.

Any business especially in service sector has to upgrade their capacities in online marketing and distribution. People have now started to use apps and websites for procurement. Those who cannot create an app or websites have started receiving orders through whatsapp and telephone. Various modes of digital payment has been used by people and even small businesses.

This has presented huge opportunities in the e-commerce and e-marketing. The scope for business in software for retail, integrating digital payment methods and customized software for the supply chain management is large in the country. Those who move early and work on these will have the first movers advantage.

Questions:

1. You as an entrepreneur have decided to utilize his opportunity. Prepare a project to start the new venture.
2. What are the major areas where there is an advantage for starting business?