



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

FIFTH SEMESTER – APRIL 2018

**CO 5408- MANAGING INNOVATION**

Date: 10-05-2018  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**PART A Answer all the questions: (10x2=20 marks)**

1. What is innovation?
2. Mention any two ways of differentiating a company's product from its competitors.
3. What is meant by ideation?
4. Mention any four green initiatives adopted by companies.
5. What are innovation labs?
6. State any four innovation theories.
7. What is meant by the term business process?
8. What are intellectual property rights?
9. Mention two ways as to how technology helps in innovating products.
10. What is creativity?

**PART B Answer any four of the following questions: (4x10=40 marks)**

11. Explain any five factors affecting creativity.
12. Describe the types of innovation.
13. Explain the following theories: a. Disruptive theory b. Open theory
14. Why is experimentation important for developing a new product?
15. Explain the advantages of a prototype model.
16. Describe any five innovation drivers required for creating a new product.
17. Explain the following terms in three lines each: a. Transformation of business b. Innovative culture c. Copyright d. Trademark.

**PART C Answer any two of the following questions: (2x20 =40 marks)**

18. Explain the process of obtaining a patent.
19. Describe the steps in prototyping.
20. Explain four successful innovation case studies.
21. Describe the steps in developing a new product.

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