

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



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

**FIFTH SEMESTER – APRIL 2023**

**CO 5408 – MANAGING INNOVATION**

Date: 11-05-2023

Dept. No.

Max. : 100 Marks

Time: 01:00 PM - 04:00 PM

**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. What are the different types of innovation with suitable examples.
13. Discuss in detail 1) Disruptive theory and 2) 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. Write a short notes on 1) Copyright 2) Trademark 3) Patent.

**PART C**

**Answer any two of the following questions:**

**(2x20 =40 marks)**

18. Elaborate on at least three cases of successful innovation in India.
19. Explain the process of registering intellectual property rights.
20. Explain the importance of 'Business Transformation' with examples.
21. Describe the steps in developing a new product.

#####