



LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FOURTH SEMESTER – APRIL 2025

UCO 4603 – MANAGING INNOVATION



Date: 08-05-2025

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

SECTION A - K1 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

1. MCQ

- a) Which of the following is not a type of innovation?
 a) Product Innovation
 b) Process Innovation
 c) Marketing Innovation
 d) Copy Innovation
- b) Which component is essential for fostering a culture of innovation in an organization?
 a) Strict hierarchical structure
 b) Encouraging risk-taking
 c) Eliminating collaboration
 d) Avoiding change
- c) Which term refers to the protection of innovative ideas and inventions?
 a) Branding
 b) Intellectual Property
 c) Licensing
 d) Copyright Infringement
- d) What is the primary goal of an innovation audit?
 a) To identify business risks
 b) To assess innovation readiness and capability
 c) To increase marketing efforts
 d) To improve employee performance reviews
- e) The creative process includes all of the following except:
 a) Ideation
 b) Execution
 c) Criticism
 d) Evaluation

2. Fill in the blanks

- a) _____ Innovation involves making improvements to existing products rather than creating entirely new ones.
- b) The three primary sources of curiosity in innovation are Pain, Wave, and _____.
- c) A _____ organization continuously evolves and adapts to new innovative practices.
- d) _____ is the process of evaluating an organization's ability to innovate effectively.
- e) _____ leadership style encourages creativity and innovation among team members.

SECTION A - K2 (CO1)

Answer ALL the Questions

(10 x 1 = 10)

3. Match the following

- | | |
|---------------------------------|--|
| a) Open Innovation | -1. External collaborations for innovation |
| b) Disruptive Innovation | -2. Significant industry changes |
| c) Innovation Index | -3. Measures innovation capability |
| d) Intellectual Property Rights | -4. Protects innovations |
| e) Buzz Creation | -5. Generates excitement around innovation |

| | |
|--|--|
| 4. | True or False |
| a) | Intellectual Property protection hinders innovation. |
| b) | Innovation is solely about technology |
| c) | A business transformation requires an innovative approach |
| d) | The Innovation Audit process helps in measuring an organization's readiness for change |
| e) | Every organization can benefit from a structured innovation program |
| SECTION B - K3 (CO2) | |
| Answer any TWO of the following in 100 words each. (2 x 10 = 20) | |
| 5. | Explain the significance of innovation in achieving competitive advantage |
| 6. | Describe how leadership influences an organization's ability to innovate |
| 7. | What are the three sources of curiosity in the innovation process? Why are they important? |
| 8. | How does an innovation audit contribute to business transformation? |
| SECTION C – K4 (CO3) | |
| Answer any TWO of the following in 100 words each. (2 x 10 = 20) | |
| 9. | Compare and contrast between radical and incremental innovation. |
| 10. | What role does Intellectual Property play in sustaining innovation? |
| 11. | Explain the strategies that businesses use to foster a culture of continuous innovation. |
| 12. | Discuss the impact of innovation failures and how organizations can learn from them. |
| SECTION D – K5 (CO4) | |
| Answer any ONE of the following in 250 words (1 x 20 = 20) | |
| 13. | A leading technology company has introduced a new AI-driven customer support system, but it faces resistance from employees and customers. Propose a strategy to successfully integrate this innovation. |
| 14. | Discuss the importance of conducting an innovation audit and its impact on business transformation |
| SECTION E – K6 (CO5) | |
| Answer any ONE of the following in 250 words (1 x 20 = 20) | |
| 15. | A multinational company wants to implement an innovation-driven transformation in its business processes. Develop a roadmap outlining key steps for successful implementation |
| 16. | Formulate a plan for implementing an effective innovation management system in an organization |

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