



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2014

CO 5408 - MANAGING INNOVATION

Date : 10/11/2014

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

SECTION-A

Answer all the questions:

(10x2=20)

1. What do you mean by innovation?
2. What is creativity?
3. Write a short note on sustainable innovation?
4. Define value proposition
5. Define opportunity.
6. What is differentiation?
7. Define intellectual property?
8. What is innovative culture?
9. Write a short note disruptive innovation?
10. What is an innovation lab?

SECTION-B

Answer any FOUR questions:

(4x10=40)

11. What is competitive advantage? Explain the role of innovation in achieving competitive advantage
12. Discuss the different types of innovation
13. Explain the different innovation drivers
14. Write a note on CK Prahalad's new house of innovation.
15. Analyse the role of technology in innovation.
16. Illustrate any five product innovations that has created more value to the society in last five years
17. Explain the difference between open innovation and closed innovation

SECTION-C

Answer any TWO questions:

(2x20=40)

18. Analyse the different factors affecting creativity in detail
19. What is new product development? Explain the process of new product development
20. Discuss the different theories of innovation
21. Describe the different steps involved in the innovation process.
