



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2017

CO 5408 - MANAGING INNOVATION

Date: 13-11-2017
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

PART A

Answer all the questions:

(10x2=20 marks)

1. What is innovation?
2. State one difference between invention and innovation.
3. What is creativity?
4. What is meant by green initiative?
5. Explain the term prototype in three lines.
6. What is meant by the term patent?
7. Give two differences between copyright and trademark.
8. Explain the term differentiation in three lines.
9. What is meant by business process?
10. How is creativity different from innovation?

PART B

Answer any four of the following questions:

(4x10=40 marks)

11. Explain the types of innovation in detail.
12. Describe the factors influencing creativity.
13. Explain the advantages and disadvantages of prototyping.
14. Describe the procedure for obtaining a copyright.
15. Describe the procedure for registering a trademark.
16. 'Business process is a source of competitive advantage', justify with examples.
17. What is value proposition? Explain the significance of value proposition.

PART C

Answer any two of the following questions:

(2x20 = 40 marks)

18. Explain any ten innovation drivers in detail.
19. Describe the process of new product development.
20. Explain any five theories of innovation.
21. Explain the types of patents and describe the process of obtaining a patent.

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