

Total No. of printed pages = 2

BBA 18160E7

Roll No. of candidate

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B.B.A. 6th Semester End-Term Examination

INNOVATION MANAGEMENT

(New Regulation)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks
for the questions.

Answer question No. 1 and any *four* from the rest.

1. Answer the following (MCQ/ Fill in the blanks) : (10 × 1 = 10)
- (i) Innovation is defined as:
- (a) The commercialization of a new product or process
 - (b) The invention of a new product or process
 - (c) A new product or process idea
 - (d) The implementation of a new production method
- (ii) Process innovation refers to:
- (a) The development of a new service
 - (b) The development of a new product
 - (c) Implementation of a new or improved production method
 - (d) The development of a new product or service
- (iii) Innovation can help to provide a temporary competitive advantage when
- (a) Barriers to entry are high
 - (b) Barriers to imitation are low and intellectual property rights are difficult to enforce
 - (c) There are few other competitors
 - (d) Barriers to entry are low

[Turn over

- (iv) Following establishment of a dominant design in the product life cycle, what would you expect to happen?
- Emphasis on product innovation rather than process innovation
 - Emphasis on process innovation rather than product innovation
 - Competition to increase as new firms enter the industry
 - Competition to decrease as more firms exit than enter the industry
- (v) _____ involves the creation of a product, service or process that is new to an organization.
- (vi) Abernathy Clark model is also known as _____.
- (vii) _____ innovation is, where the architecture changes but the modules stay the same.
- (viii) In the era of ferment, there is a significant amount of technological and _____ uncertainty.
- (ix) Disruptive innovation, a term of art coined by _____, describes a process by which a product or service takes root initially in simple applications at the bottom of a market and then moves up in the market.
- (x) One can view _____ innovation as incremental change and architectural innovation as revolutionary.
- Define innovation. Discuss various types of innovation. (3+4)
 - Briefly explain Abernathy Clark model of innovation. Why is the model termed as a transience map? (6+2)
 - Discuss the developments which signify the era of ferment and Retention according to the Tushman-Rosenkopf technology life cycle model. (4+3)
 - Explain the fluid phase and transitional phase of Utterback-Abernathy model of innovation with its distinctive characteristics. (4+4)
 - Elaborate the different phases of the S-curve of technological progress with the help of an appropriate example. (7)
 - Discuss the Henderson Clark model of innovation. (8)
 - Discuss the major risks associated with innovation and the means by which risks could be mitigated. (4+4)
 - What are the various roadblocks in driving innovation? Discuss. (7)
 - Discuss innovation strategies and a few disruptive innovations. (4+4)
 - Discuss the nuanced competencies required by organizations for innovating in emerging economies. (7)
 - Briefly discuss the skills of disruptive innovators. (7)
 - Discuss new trends of innovation in the market. (8)

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