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SARDAR PATEL UNIVERSITY

BBA (Gen) IInd Semester

2016

Wednesday, 6th April

02:30 P.M. to 04:30 P.M.

Management for Innovation-UM02CBBA02

Maximum Marks: 60

Note: Figure in bracket indicates marks of question.

Q.1 a) Describe the necessary models of innovation management. (10)

b) Why there is requirement of innovation in management? (05)

OR

Q.1 a) What is innovation management? How it is useful to the organization? (08)

b) Write note of process of innovation management. (07)

Q.2 a) Ideas are important for the new innovation. How can you generate new ideas? (08)

b) Focus on new product development. (07)

OR

Q.2 a) Explain the models of new product development. (08)

b) What are the sources of ideas? (07)

Q.3 Write short note on: (15)

a) Parameter Analysis

b) E-Commerce and Business Opportunity

OR

Q.3 a) Explain the different methods for opportunity and identification. (08)

b) Throw light on Brainstorming. (07)

Q.4 Define organizing change. Explain organizing change programme in detail. (15)

OR

Q.4 "Change is necessary for innovation." What role as a manager you can play in implementing the change in your organization. (15)

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