



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**B.Com. DEGREE EXAMINATION – COMMERCE**

**FIFTH SEMESTER – APRIL 2016**

**CO 5408 - MANAGING INNOVATION**

Date: 29-04-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

**Answer ALL the questions:**

**(10x2=20)**

1. What is innovation lab?
2. Define creativity.
3. What is new product?
4. What is point of differentiation?
5. What is sustainable innovation?
6. Define prototyping?
7. What do you mean by Trademark?
8. Define value proposition.
9. Mention any four green initiatives
10. What is financial risk?

**SECTION-B**

**Answer any FOUR questions:**

**(4x10=40)**

11. Define innovation. Explain the different steps involved in an innovation process
12. Explain CK Prahalad's new house of innovation.
13. Explain the role of Innovation in entrepreneurship.
14. Explain any five social innovations that created more value to the society.
15. Write a note on the followings i) Intellectual property ii) Prototyping
16. Explain the different steps involved in new product development.
17. Explain any five Financial innovations that have created more value to the society in the last 5 years.

**SECTION-C**

**Answer any TWO questions:**

**(2x20=40)**

18. What is point of differentiation? Come out with new points of differentiation through innovation for the following products i) mobile phone ii) Travelling bag iii) Car iv) shoes
19. Evaluate the different theories of innovation while elaborating on their practical application.
20. What is innovation culture? How would you create and sustain an innovative culture in an organization.
21. Explain the different types of innovations, and its significance in achieving competitive advantage.

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