



# LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

## B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – APRIL 2017

### CO 5408- MANAGING INNOVATION

Date: 02-05-2017  
Time: 01:00-04:00

Dept. No.

Max. : 100 Marks

#### SECTION-A

**Explain the following terms briefly(10x2=20)**

1. Disruptive innovation
2. Intellectual property
3. New products
4. Product differentiation
4. Radical innovation
5. Innovation culture
6. Green initiatives
7. Sustainable innovation
8. Innovative culture
9. Prototyping
10. Trademark

#### SECTION-B

**Answer any FOUR questions:(4x10=40)**

11. Explain the different factors affecting creativity.
12. Evaluate the adaption theory of innovation and its implications to an organization
13. Write a note on intellectual property.
14. Explain any four social innovations
15. What is open innovation? Differentiate it from closed innovation
16. What is competitive advantage? Explain the role of innovation in achieving competitive advantage
17. Explain different types of innovation.

#### SECTION-C

**Answer any TWO questions:(2x20=40)**

18. Define innovation. Elaborate the different steps involved in innovation process
19. What is patent? Explain the different steps involved in obtaining a patent.
20. Explain any ten innovations that have created value to the society.
21. What is creativity? Explain the different factors affecting creativity.

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