

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



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

**FOURTH SEMESTER – APRIL 2022**

**UCO 4603 – MANAGING INNOVATION**

Date: 23-06-2022

Dept. No.

Max. : 100 Marks

Time: 09:00 AM - 12:00 NOON

**PART - A**

**ANSWER ALL THE QUESTIONS**

**(10x2=20 Marks)**

1. Differentiate innovation and creativity.
2. What is a startup?
3. What is closed innovation?
4. Mention few factors influencing innovation.
5. What do you understand by an idea box?
6. What is called as a learning organisation?
7. What do you mean by innovation index?
8. Define the term innovative culture.
9. What is idea germination?
10. Mention some qualities needed for an organisation to be an innovation leader.

**PART – B**

**ANSWER ANY FOUR QUESTIONS**

**(4x 10 = 40 Marks)**

11. Explain any 5 innovations which has been introduced during the pandemic times over the last two years.
12. 'Creativity is a prerequisite of innovation' – Explain
13. What is curiosity? Bring out the three sources of curiosity with relevant examples.
14. Explain innovation as a core business process
15. Describe the following terms: Trademark, Copyright and Patent.
16. Explain the business growth life cycle.
17. Discuss about innovative readiness assessment.

**PART – C**

**ANSWER ANY TWO QUESTION**

**(2x 20 = 40 Marks)**

18. Discuss the various types of innovation with suitable examples for each.
19. What are the various internal and external growth strategies available for an organisation.
20. Explain the term innovation Audit with few of its benefits. What are various components for a framework for innovation audit?
21. What is the need for business transformation. Bring out the steps involved in the business transformation process in detail.

\*\*\*\*\*