



LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – COMMERCE

FIFTH SEMESTER – NOVEMBER 2015

CO 5408 - MANAGING INNOVATION

Date : 13/11/2015

Dept. No.

Max. : 100 Marks

Time : 09:00-12:00

SECTION-A

(10x2=20)

Answer all the questions:

1. What is sustainable innovation?
2. What is trademark?
3. What is commercial risk?
4. Define value proposition
5. What do you mean by green Initiatives.
6. What is differentiation?
7. What is incremental innovation?
8. What is innovative culture?
9. Define disruptive innovation?
10. What is copyright?

SECTION-B

(4x10=40)

Answer any FOUR questions:

11. Explain the different types of innovation.
12. Develop any four innovative ideas? What is the risk involved in implementing the same?
13. Explain the role of leadership and team in promoting creativity in an organization
14. Explain the process of new product development
15. What is intellectual property? Explain different items that can be protected under intellectual property rights act
16. Illustrate any five marketing innovations that has created more value to the society in the last five years
17. Write a note on the followings i) Innovation lab ii) Ck Prahalad's new house of innovation

SECTION-C

(2x20=40)

Answer any TWO questions:

18. Explain any ten innovations, its value propositions and usefulness to the society.
19. What is patent? Explain different steps involved in obtaining a patent.
20. Explain the role of technology in promoting entrepreneurship and innovation.
21. Explain the different steps involved in the innovation process.
