



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

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

FIFTH SEMESTER – NOVEMBER 2016

**CO 5408 - MANAGING INNOVATION**

Date: 09-11-2016  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

**SECTION-A**

**Answer all the questions:**

**(10x2=20)**

1. What do you mean by differentiation?
2. What intellectual property rights?
3. Define financial risk
4. Define value proposition
5. What do you mean by business incubation.
6. Define differentiation
7. What is sustainable innovation?
8. What is innovative culture?
9. Define disruptive innovation?
10. What is open innovation?

**SECTION-B**

**Answer any FOUR questions:**

**(4x10=40)**

11. Explain the role of innovation in entrepreneurship
12. What is differentiation? Develop two points of differentiation for any four product of your Choice.
13. What is an innovative organization? Explain different characteristics of an Innovative Organization
14. Write a note on Business Process Transformation
15. What is patent? Explain the different steps involved in obtaining a patent.
16. What is creativity? Explain different factors affecting creativity.
17. Explain any four product innovations that has created value to the society in the last 5 years .

**SECTION-C**

**Answer any TWO questions:**

**(2x20=40)**

18. What is innovation? Explain different types of innovation, what are the risks involved in implementing the innovation
19. Elaborate the internal and external innovation drivers of the organization.
20. What is a new product? Explain different steps involved in developing the new product.
21. Evaluate the different theories of innovation with its practical application.

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