



Date: 30-10-2018
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

Part-A

Answer ALL the questions:

(10x2=20)

1. Define innovation
2. What is creativity
3. What do you mean by differentiation?
4. What is business market?
5. Define segmentation.
6. What is CRM
7. What do you mean by contextual advertising
8. What is public relations
9. Define consumer market
10. What do you mean by positioning

Part- B

Answer any FOUR questions:

(4x10=40)

11. What is open innovation? differentiate open innovation from closed innovation
12. Explain different types of innovation.
13. Write a note on the following. I) Experimentation and prototyping ii) innovation labs
14. Explain different innovation drivers of an organization
15. What do you mean by social innovation? explain any four social innovation
16. What is intellectual property? Explain different components of the intellectual property
17. What is innovation potential? How would you assess the innovation potential of the organization

Part-C

Answer any TWO questions:

(2x20=40)

18. Creativity in an organization is affected by many factors- elucidate
19. Evaluate different innovation theories
20. What is new product? Explain different steps involved in new product development
21. Explain any five marketing and financial innovations that has created value to the society in the last five years
