

[22-A]

No. of printed page: 1

SARDAR PATEL UNIVERSITY
B B A (II Semester) Examination
9 April 2015 (Thursday)
2.30 - 4.30 pm
UM02CBBA02 - Management for Innovation

Total Marks : 60

- Q. 1 Define "Innovation". Write on its significance, need and process of innovation in brief. (15)
- OR**
- Q. 1 Define "Innovation". Explain principles and explain any one model of innovation. (15)
- Q. 2 Define New Product. Discuss New Product Development considerations. (15)
- OR**
- Q. 2 Enumerate Steps in New Product Development. Explain sources and methods for generating new ideas. (15)
- Q. 3 Write on Brain Storming, Parameter Analysis and other methods of Problem Solving. (15)
- OR**
- Q. 3 Write on methods of Opportunity Identification with brief note on E-Commerce and Business Opportunity. (15)
- Q. 4 Write on sequencing changes and planning the change process in Innovation. (15)
- OR**
- Q. 4 How to organise a change programme? Explain role of manager in implementing changes.

