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SARDAR PATEL UNIVERSITY
BBA (II Semester) Examination
Monday, 30 March 2015
2.30 – 4.30 pm
UM02EBBA02/05 - Management for Innovation

Maximum Marks: 60

- Q.1 What is Innovation? Discuss the scope and importance of Innovation. 15
- OR
- Q.1 Discuss in detail various models of innovation. 15
- Q.2 Write a note on: 05×03 =
1. Sources of Business Idea.
 2. Brain Storming.
 3. Problem Inventory Analysis
- OR
- Q.2 Discuss in detail various models of new product development with appropriate examples. 15
- Q.3A Write a note on parameter analysis and forced relationship method 08
- Q.3B 07
- Discuss the major criteria for evaluating ideas for new product development.
- OR
- Q.3 Write a note on: 05×03 =
1. E – Commerce opportunities in India.
 2. Testing of new Idea.
 3. Opportunity Identification and Recognition.
- Q.4 Write a note on: 05×03 =
1. Role of manager in change implementation.
 2. Resistance to change.
 3. Change process.
- OR
- Q.4 A Discuss in detail what to change with focus on three or four areas. 08
- Q.4 B Write a note on organizing change Programme. 07

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