

SC
(A-1) Seat NO: _____

SARDAR PATEL UNIVERSITY
F.Y.B.B.A (II SEM) EXAMINATION, NC 2010 BATCH

No. of Printed Pages :

TUESDAY, 3rd MAY 2016
10-30 A.M. to 12-30 P.M.

MANAGEMENT FOR INNOVATION: UM02EBBA02/05

Total Marks: 60

- Q-1 What is innovation? State the principles of innovation? 15
OR
- Q-1 Describe the process of innovation in detail. 15
- Q-2 Discuss the methods of generating business ideas. 15
OR
- Q-2 Explain any TWO models of New Product Development. 15
- Q-3 Explain various problem solving techniques in brief. 15
OR
- Q-3 Discuss the methods of opportunity identification in brief. 15
- Q-4 Describe the manager's role in implementing change in detail. 15
OR
- Q-4 Explain "determining what to change" & sequencing changes and planning the change process in detail. 15

— X —
(1)