

SEAT No. _____

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(A-16)

SARDAR PATEL UNIVERSITY
F.Y.B.B.A (II SEM) EXAMINATION (NO)
2018
SATURDAY, 7TH APRIL 2018
02-00 P.M. to 04-00 P.M.

MANAGEMENT FOR INNOVATION: UM02CBBA02 (UPTO 2012)

Total Marks: 60

Q-1 What is innovation? State the need & importance of innovation. 15

OR

Q-1 Discuss any two models of innovation. 15

Q-2 Explain in brief the methods generating new ideas. 15

OR

Q-2 Discuss any two models of New Product Development. 15

Q-3 Write notes on: 15

(a) Brainstorming.

(b) Parameter Analysis.

OR

Q-3 Discuss the methods of opportunity identification. 15

Q-4 Discuss the manager's role in implementing change. 15

OR

Q-4 Explain "determining what to change" & sequencing changes and planning the change process in detail. 15

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