

SARDAR PATEL UNIVERSITY

BBA (II Sem.) Examination

2013

Monday, 25th March

3 - 5 pm

UM02CBBA02/05 – Management for Innovation

Total Marks: 60

Note: Figures to the right indicate full marks.

Q.1 Enumerate models for Innovation and explain any three of them in detail. [15]

OR

Q.1 Define Innovation and explain its process in detail. [15]

Q.2 Write in detail the process of New Product Development. [15]

OR

Q.2 Write on models for New Products Development in detail. [15]

Q.3 Write short note on.

(a) Parameter Analysis [08]

(b) Brain Storming [07]

OR

Q.3

(a) Write in detail about Methods of Opportunity Identification. [08]

(b) Write about Idea Generating Techniques. [07]

Q.4 Write on steps and sources of data for determining what to change. [15]

OR

Q.4

(a) Write on Manager's role in Implementing changes. [08]

(b) Write in brief about sequencing the changes a and planning the change process. [07]
