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**SARDAR PATEL UNIVERSITY**  
**BBA (II Sem.) Examination**  
**Thursday, 20 February 2014**  
**2.30 - 4.30 pm**  
**UM02CBBA02 - Management for Innovation**

Total Marks: 60

**Q.1** What do we mean by term "Innovation"? Discuss its scope and importance. **15**

**OR**

**Q.1** Discuss the major principles to be considered while innovation process. **15**

**Q.2 A** Explain the different stages of new product development. **07**

**Q.2 B** Examine the role of Brain storming as method of generating business idea. **08**

**OR**

**Q.2** Discuss in detail various models of new product development with appropriate examples. **15**

**Q.3 A** Write a note on parameter analysis and forced relationship method. **07**

**Q.3 B** Explain the major points to be considered while evaluating new product development ideas. **08**

**OR**

**Q.3** Discuss in detail E – Commerce Scenario in India. **15**

**Q.4 A** Examine the role of manager in successful implementation of change. **08**

**Q.4 B** Discuss the reasons for resistance to change. **07**

**OR**

**Q.4 A** Discuss in detail what to change with focus on three or four areas. **08**

**Q.4 B** Explain how change program can be organized? **07**

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