

SARDAR PATEL UNIVERSITY
BBA (ITM) SEM: II
MONDAY, 1st APRIL 2019
02:00 P.M. to 04:00 P.M.
UM02DBBI23: INNOVATION MANAGEMENT

Total Marks: 60

Note: Figures to the right indicate marks of question.

- Q:1** Clarify concept of innovation with suitable example and explain process of innovation with diagram. [15]
- OR
- Q:1[A]** What is creativity? Explain hurdles to creativity in business. [09]
[B] Define the term 'innovation' and discuss its importance. [06]
- Q:2** What is innovation management? Discuss factors that influence innovations in organization at length. [15]
- OR
- Q:2 [A]** Trace the evolution of innovation management. [09]
[B] Outline clearly characteristics of innovation management. [06]
- Q:3** Elucidate in detail group creativity techniques. [15]
- OR
- Q:3 [A]** Explain individual creativity techniques. [09]
[B] What is creative thinking? How it differs from traditional thinking? [06]
- Q:4** What is process innovation? Explain benchmarking and total quality management (TQM) at length. [15]
- OR
- Q:4 [A]** Write a note on: Business process re-engineering (BPR). [09]
[B] Explain in brief:
 1) Product Innovation
 2) Packaging innovation [06]

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