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Seat No:- _____

No. of Printed Pages: 01

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SARDAR PATEL UNIVERSITY

Vallabh Vidyanagar

B.B.A. (Information Technology Management) (3 Years) Semester - II

Wednesday, 3rd April 2019

Evening Session, 02:00 PM to 04:00 PM

UM02EBBI04 – Management for Innovation

Total Marks: 60

Note: Figures to the right hand side of the question indicates marks

Q. 1. Clarify the meaning of innovation management. Explain in detail Principles of innovation. (15)

OR

Q. 1. A Write a note on Importance of Innovation Management. (08)

Q. 1. B Write a note on Process of Innovation Management. (07)

Q. 2. Clarify the concept of Business Idea. Explain in details methods for generating new ideas (15)

OR

Q. 2. A Write a note on importance of creativity in idea generation. (08)

Q. 2. B Write a note on creativity process. (07)

Q. 3. Write a detailed note on Individual creativity techniques. (15)

OR

Q. 3. Write a detailed note on Group creativity techniques. (15)

Q. 4. Clarify the concept of Product Innovation. Explain in detail procedure for Product Innovation. (15)

OR

Q. 4. What is Process Innovation? Explain in detailed requirements and types of process innovation. (15)

(1)