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Sub Code: MAM1001

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MAM X
(SEM X) THEORY EXAMINATION 2017-18
Innovation Management (Regular)

Time: 3 Hours**Total Marks: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A**

- 1. Attempt *all* questions in brief. **2 x 10 = 20****
- a. Discuss about R & D of Innovation.
 - b. What is the concept of Innovation management?
 - c. Explain Legal aspect of Innovation.
 - d. Define analytical methods of innovation.
 - e. What are the illectual properties?
 - f. How can you say “Innovation for problem solving?
 - g. Explain lateral thinking of Innovation.
 - h. What are the barriers of Innovation?
 - i. Explain factors influencing economic effectiveness.
 - j. What do you think about legal aspects of innovation?

SECTION B

- 2. Attempt any *three* of the following: **10 x 3 = 30****
- a. How can you apply innovation with creative approaches?
 - b. What are the portfolios of Marketing Innovation Products?
 - c. Explain assumption of Innovation in detail.
 - d. Discuss about the Innovation Sources.
 - e. Explain typology of Innovation.

SECTION C

- 3. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) Discuss historic retrospective of innovation.
 - (b) Explain techniques of innovation management.
- 4. Attempt any *one* part of the following: **10 x 1 = 10****
- (a) Discuss innovation in Reality is “Out of the box”.
 - (b) What are the integration risks of Innovation?

5. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) What are service designs of innovation management?
 - (b) Discuss about R & D of innovation management.
6. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Explain in legal aspects of innovations.
 - (b) How can you say innovation is problem solving for any organization?
7. **Attempt any *one* part of the following:** **10 x 1 = 10**
- (a) Discuss about the Creative approaches of Innovation
 - (b) Explain innovation concept in detail & also discuss about the innovation benefits.