


Name:	
Enrolment No:	

UPES
End Semester Examination, May 2024

Course: STRATEGIC INNOVATION MANAGEMENT **Semester: IV**
Program: INT-BBA-MBA **Time : 03 hrs.**
Course Code: STGM2007 **Max. Marks: 100**

Instructions:

SECTION A
10Qx2M=20Marks

S. No.		Marks	CO
Q 1	Statement of question		CO1
1	Incremental innovation refers to <ul style="list-style-type: none"> a. Modifying existing products and services to improve performance b. Innovating in a phased-manner c. Combining multiple products to create new ones d. Being the first to innovate a product or service 	2	CO1
2	Which framework is commonly used for managing innovation projects, focusing on stages of discovery, definition, development, and delivery? <ul style="list-style-type: none"> a. Design Thinking b. Lean start-up c. Agile Innovation d. Stage Gate process 	2	CO1
3	Which type of innovation involves improving internal processes and operations to enhance efficiency and reduce costs? <ul style="list-style-type: none"> a. Product Innovation b. Process Innovation c. Marketing Innovation d. Organizational Innovation 	2	CO1
4	Innovation Management is used by firms to <ul style="list-style-type: none"> a. Minimize market risks b. Maximum profits c. Create new ideas and solutions to enhance value d. Build brands 	2	CO1

5	<p>The term 'Open Innovation' refers to</p> <ol style="list-style-type: none"> Collaborate with external partners for new ideas Enhancing the current R&D Provide transparency to employees Maintaining secrecy for R&D projects 	2	CO1
6	<p>Innovations come from</p> <ol style="list-style-type: none"> Shocks to the system Observations Accidents All of the above 	2	CO1
7	<p>While evaluating the feasibility of an idea, innovators do NOT evaluate the following</p> <ol style="list-style-type: none"> Financial feasibility Technical Feasibility Market Feasibility Policy Feasibility 	2	CO1
8	<p>An IPR strategy for companies include</p> <ol style="list-style-type: none"> Licensing Commercializing Sale Hedging 	2	CO1
9	<p>What does the term "innovation ecosystem" refer to?</p> <ol style="list-style-type: none"> The physical environment in which innovation activities take place The network of organizations and individuals involved in the innovation process The process of replicating successful innovations in different industries The legal framework governing intellectual property rights 	2	CO1
10	<p>Intellectual Property Rights is</p> <ol style="list-style-type: none"> An ownership right for creative persons Patents and Copyrights A mechanism for innovators to access markets A contract between the innovator and the marketer 	2	CO1

SECTION B			
4Qx5M= 20 Marks			
Q	Statement of question		CO4
Q2	Explain the term “Creative Destruction”		
Q3	Discuss the benefits of SCAMPER method of brainstorming.		
Q4	What is meant by Product innovation with an example?		
Q5	Why should a company patent it's innovation?		
SECTION-C			
3Qx10M=30 Marks			
Q	Statement of question		CO3
Q6	Analyze how strategic innovation impacts a company’s competitive advantage?	10	
Q7	How does a company “search” for innovations?	10	
Q8	When should a company use trademarks and what are it's benefits? OR What do you mean by “non-obviousness” in filing a patent application?	10	
SECTION-D			
2Qx15M= 30 Marks			
Q	Statement of question		CO2
Q9	Unilever India is looking to find an innovation that enhances it's ketchup brand Kissan. The CEO has heard of some new concept called “Open Innovation”. How can they use this concept in their search for innovation?	15	
Q10	Suryakiran University is a private University that is reputed for it's engineering and management programmes. Suryakiran eLearning is a division of the University that is planning to offer online degree programmes in management. In the Innovation landscape, where does this new division lie? Create an innovation strategy for Suryakiran eLearning. OR TechLabs, an Ai-based marketing technology company has come up with a unique solution for customer relationship management. Rajesh Prasad, their CTO, has applied for a patent which will be granted soon. He is exploring various ways of monetizing this patent. What IP commercializing strategies can TechLabs use to profit from this innovation?	15	