

Total No. of Questions :5]

SEAT No. :

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M.B.A. -II

FAMILY BUSINESS MGT - (SPL.)

306- FBM: Managing Innovation - I

(2013 Pattern) (Semester - III)

Time : 2½ Hours]

[Max. Marks :50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Each question has an internal option.*
- 3) *Each question carries 10 marks.*
- 4) *Figures to the right indicate marks for that question/sub-question.*
- 5) *Your answers should be specific and to the point.*
- 6) *Support your answer with suitable live examples.*
- 7) *Draw neat diagrams and illustrations supportive to your answer.*

Q1) a) Define innovation and creativity. Using examples bring out the difference between innovation and creativity. **[10]**

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OR

b) Describe briefly innovation to energize and the concept of business design. **[10]**

Q2) a) Discuss Foster's 'S' curve. **[10]**

OR

b) Explain disruptive technological change model and innovation value added chain. **[10]**

Q3) a) What are implications for competition, innovation and competencies in a business? Discuss **[10]**

OR

b) What is coreness of competency? Explain its relation to imitability and profits. **[10]**

P.T.O.

- Q4)** a) Why feelings are important for designing portfolios? Explain how to identify feelings and needs. [10]

OR

- b) How the searching for innovative opportunities is carried out? [10]

- Q5)** a) Which are the circumstantial sources of innovation? Discuss each one of them in brief. [10]

OR

- b) What is the meaning of spillovers in terms of business? Explain spillovers from competitors and suppliers. [10]

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