

Code No: **24BA3T2**

**II MBA - I Semester - Regular Examinations - DECEMBER 2025**

**MANAGEMENT OF INNOVATION**

Duration: 3 Hours

Max. Marks: 70

- Note: 1. This question paper contains two Parts: Part-A and Part-B.  
 2. Part-A contains 5 essay questions with an internal choice from each unit.  
 Each Question carries 12 marks.  
 3. Part-B contains one Case Study for 10 Marks.  
 4. All parts of Question paper must be answered in one place

BL – Blooms Level

CO – Course Outcome

**PART - A**

		BL	CO	Max. Marks
<b><u>UNIT – I</u></b>				
1.	Discuss the types of Innovation Product, Process, and Organizational with relevant illustrations.	L2	CO1	12 M
OR				
2.	Explain the process of Creativity and its importance in organizational success.	L2	CO1	12 M
<b><u>UNIT – II</u></b>				
3.	Illustrate the concept of Patents and discuss the procedure for obtaining a patent in India.	L3	CO2	12 M
OR				

4.	Describe the importance of Trademarks in building brand identity. Support your answer with relevant cases.	L2	CO2	12 M
<b><u>UNIT-III</u></b>				
5.	Identify and explain the major Sources of Innovation in organizations with suitable illustrations.	L2	CO3	12 M
OR				
6.	Discuss the importance of Innovation Strategy in organizational success and sustainability.	L2	CO3	12 M
<b><u>UNIT – IV</u></b>				
7.	Explain the concept of Managing Disruptive Innovations in BoP markets and how firms can sustain growth.	L4	CO4	12 M
OR				
8.	Discuss the relevance of Jugaad Innovation in designing affordable and sustainable products for the BoP segment.	L2	CO4	12 M
<b><u>UNIT – V</u></b>				
9.	Classify the essential factors of inventive problem solving as proposed in TRIZ with suitable examples.	L4	CO5	12 M
OR				
10.	Describe the concept of Segmentive Models and their application in business innovation.	L2	CO5	12 M

## PART – B

	<b>CASE STUDY</b>	L3	CO2	10 M
11.	<p>A well-known publishing company released a bestselling novel in 2023. Six months later, an online platform began distributing a digital copy of the book without authorization from the author or publisher. The unauthorized version was sold at a much lower price, quickly attracting readers and reducing the original publisher's sales. The author filed a lawsuit claiming copyright infringement, arguing that her intellectual property rights were violated. The online platform defended itself, claiming that it was merely providing wider access to readers at affordable prices. The court examined whether the platform's actions fell under copyright violation or fair use. Ultimately, the decision highlighted the importance of protecting authors' creative works, while also balancing the public's interest in access to knowledge. This case reflects how copyright safeguards originality, creativity, and economic rights of creators law in the digital era.</p> <p><b>Questions</b></p> <ol style="list-style-type: none"><li>a. Do you think the online platform's act can be justified under the principle of fair use? Why or why not?</li><li>b. How does copyright protection encourage creativity and innovation among authors?</li></ol>			