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Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH TRIMESTER MBA DEGREE EXAMINATION(R&S) , FEBRUARY 2020

Course code: OMT510

Course Name: INNOVATION MANAGEMENT AND NEW PRODUCT DEVELOPEMENT

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

- 1 What is Organizational Heritage?
- 2 Stress the role of Trust in Strategic Alliance
- 3 What is Serendipity?
- 4 Explicate the term 'learning organization'
- 5 Distinguish between Innovation and Invention

(5x2 marks = 10 marks)

PART B

Answer any 3 questions. Each question carries 10 marks

- 6 a) Elucidate the role of Technology Transfer in boosting innovation among organizations (5)
- b) Explain the popular models of organizational Technology Transfer (5)
- 7 a) "Service innovation is inevitable for accelerating competency to be the market leader", justify. (5)
- b) Accentuate the significance of Stage Gate Model of Service Development (5)
- 8 a) Define product development process and the challenges associated with it. (5)
- b) Describe the different techniques used in consumer testing of New Products. (5)
- 9 a) Comment on Research and development Strategic decision-making process with suitable illustration. (5)
- b) Classify the level of research using technology leverage (5)
- 10 a) "Managing innovation is a complex process." Comment. (5)
- b) Identify the significance of Pearson's Uncertainty Map (5)

(3x10 marks = 30 marks)

PART C

Compulsory question, the question carries 20 marks

- 11 In his autobiography, the Irish entrepreneur Billy Cullen (2003) tells the story of how, as an eight year-old boy, he demonstrated sharp entrepreneurial skills. In a poverty-stricken area of Dublin, young Billy would buy wooden crates of apples for a shilling and then sell the apples on a Saturday afternoon to the hundreds of local people who would flock to watch their local football team play. This provided Billy with a healthy profit of a shilling, if he could sell all the apples. But, his entrepreneurial skills did not stop there. He would then take the wooden apple boxes to the football ground and sell them for a penny to people at the back of the crowds, so that they could stand on the box for a better view. And, finally, when the match had finished, Billy would collect up the wooden boxes, break them up and sell them in bundles for firewood.

1. Explain service innovation.
2. Customers have unique needs that related to consumption, do you agree.

(20 marks)