

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Fifth Trimester MBA Degree Regular and Supplementary Examination April 2021

Course Code: OM-T5-10**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 Differentiate between innovation and invention with examples.
- 2 What are the different goals of innovation?
- 3 What is first mover advantage?
- 4 What are the main reasons for high failure of new products?
- 5 What is the science park model of technology transfer?

(5x2 marks = 10 marks)

PART B*Answer any 3 questions. Each question carries 10 marks*

- 6 Explain the organisational characteristics that facilitate innovation. (10)
- 7 Explain the process of forming strategic alliance and its importance. (10)
- 8 Explain the different models of innovation. (10)
- 9 Explain the R&D strategic decision making process. (10)
- 10 "Technology changes have thrown open enormous entrepreneurial opportunities in India" Elaborate. (10)

(3x10 marks = 30 marks)

PART C*Compulsory question, the question carries 20 marks*

- 11 PayPal is an American worldwide online payment system. When it was launched in 1999, to enable people to settle small debts via the Internet, several analysts expressed doubts over its future. Its competitive business model, security systems and constant new services enabled its customer base to grow from 10,000 in 1999 to 45 million in 2004. By 2002, it earned the reputation of being a highly trusted payment system over the internet.

- a. What were the opportunities that the founders of PayPal took advantage of through their business? (7 marks)
- b. What could have been the possible reasons for customer's increased acceptance of technology change in making online payments? (7 marks)
- c. What are the future risks PayPal will face? (6 marks)

(20 marks)
