

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Fourth Semester MBA Degree Regular and Supplementary Examination May/June 2023

Course Code: 20MBA274**Course Name: Innovation and New Product Management**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks*

Marks

- | | | |
|---|---|-----|
| 1 | What is the importance of innovation? | (2) |
| 2 | Explain lean innovation. | (2) |
| 3 | List out the remedies against infringement. | (2) |
| 4 | What do you mean by technology transfer? | (2) |
| 5 | What is the purpose of new product testing? | (2) |

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

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|----|--|------|
| 6 | Explain the difference between innovation and invention. | (10) |
| 7 | Discuss the different types of innovation. | (10) |
| 8 | Explain briefly about strategic alliances. | (10) |
| 9 | Explain the major classifications of R & D. | (10) |
| 10 | Briefly describe the process of new product development. | (10) |

PART C*Compulsory question. This question carries 20 marks*

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|----|---|------|
| 11 | a) Why is concept testing important?(5marks) | (20) |
| | b) Enumerate the reasons for new product failures.(5marks) | |
| | c) Discuss the various techniques used in consumer testing of new product development.(10marks) | |
