

Total No. of Questions : 3]

SEAT No. :

P1894

[Total No. of Pages : 3

[6033]-604

T.Y.B.B.A.

**GC - 604 : MANAGEMENT OF INNOVATIONS AND
SUSTAINABILITY**

(2019 Pattern) (CBCS) (Semester - VI)

Time : 2½ Hours]

[Max. Marks : 70

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *Figures to the right indicate full marks.*

Q1) A) Multiple Choice Questions.

[10]

- a) Experimentation is the testing stage in the innovation process where the selected ideas are tested in the _____
 - i) Organization
 - ii) Targeted Market
 - iii) Small Market
 - iv) All of the above
- b) Whenever a new process design or changes in product design are executed, these leads to _____
 - i) Service Innovation
 - ii) Process Innovation
 - iii) Innovation
 - iv) Product Innovation
- c) _____ means the process of translating an idea or invention into a good or service. That creates organizational value.
 - i) Organizational Innovation
 - ii) Market Innovation
 - iii) Disruptive Innovation
 - iv) Innovation
- d) Organizations should understand that _____ are part and parcel of innovation, but should not repeat the same mistakes.
 - i) Failure
 - ii) Success
 - iii) Profits
 - iv) Non-profits
- e) Importance of the service sector _____
 - i) Expands Agriculture
 - ii) Helps Industrialisation
 - iii) Ensures quality of life
 - iv) All of the above

P.T.O.

- f) Solar Cells, organic food, fair trade products and car sharing are the examples of _____
- i) Sustainable Innovation
 - ii) Innovation
 - iii) Service Innovation
 - iv) All of the above
- g) _____ cannot be stored but have to be transacted during the given time
- i) Product
 - ii) Services
 - iii) Market
 - iv) Utility
- h) _____ is a combination of three aspects: social, economic and environmental.
- i) Sustainable development
 - ii) Sustainable environment
 - iii) Sustainable culture
 - iv) Innovation
- i) The concept behind the green culture is mostly concerned with realizing and obtaining the _____
- i) Ecological Balance
 - ii) Earning more profits
 - iii) More payment to workers
 - iv) Maximum sales
- j) Ecological growth should be combined with _____ to have economic gains for a longer time.
- i) Social inclusion and environmental sustainability
 - ii) Political inclusion and environmental sustainability
 - iii) Cultural inclusion and Political stability
 - iv) Economic Stability

B) Answer in one sentence.

[5]

- a) What is Product Innovation?
- b) Give any two examples of service innovation.
- c) State any two factors blocking the innovation process.
- d) State any two points of risks associated with Innovation
- e) What do you mean by ecological balance?

C) Fill in the blanks :

[5]

- a) _____ do not come from the market, they create new markets.
- b) _____ involves making small-scale improvements to add or sustain value to existing products, services, and processes.
- c) _____ is the first step of the process of innovation.
- d) Successful innovation occurs when a _____ is added to an invention, related to a product, service, or process.
- e) Intangibility, simultaneity, no deterioration and heterogeneity are the characteristics of _____

Q2) Solve any 3 out of 5 Long Answer Question.

[3×10=30]

- a) State the need and importance of Sustainable Development.
- b) What is Technological Innovation? State its importance.
- c) Define Innovation. Explain its advantages.
- d) Discuss the classifications of service.
- e) What is a Green Organisation? Explain its advantages.

Q3) Solve any 4 out of 6 Short Notes.

[4×5=20]

- a) Ecological aspects of Sustainable Development
- b) Approaches to Innovation
- c) Process Innovation
- d) Organisation Structure and Innovation
- e) Role of Individual in the Innovation Process
- f) Characteristics of Services



[6033]-604