

Total No. of Questions : 3]

SEAT No. :

P-5992

[Total No. of Pages : 3

[6143]-604

T.Y. B.B.A.

**604 : MANAGEMENT OF INNOVATIONS &
SUSTAINABILITY**

(2019 Pattern) (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.

[5]

- i) According to _____ “Innovation is change that creates a new dimension of performance”.
 - a) Government New Zealand
 - b) Mintzberg
 - c) Barack Obama
 - d) Peter Ducker
- ii) Technical innovator is also referred as _____.
 - a) Perfect Scientist
 - b) All rounder
 - c) Mad Scientist
 - d) Expert
- iii) The Importance of innovation was highlighted by the speech delivered by _____ former president of India in January 2005.
 - a) Dr. Babu Rajendra Prasad
 - b) Dr. APJ Abdul Kalam
 - c) B. D Jatti
 - d) Ramnath Kovind
- iv) _____ is a combination of three aspects: social, economic and environmental.
 - a) Sustainable development
 - b) Sustainable environment
 - c) Sustainable culture
 - d) Sustainable innovation

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v) A _____ describes a company that does not make any negative impact on the environment, economy or community.

- a) New Business b) Big Business
 c) Green Business d) None of these

B) Match the Following : [5 × 1 = 5]

A		B
i) Advantages of green organization	a)	Environmental and resources risk
ii) Key drivers of sustainable innovation	b)	Improves brand image
iii) Objective of sustainable development	c)	Innovation for survival
iv) One of the reason behind the innovation	d)	Ownership
v) Characteristics of service	e)	Economic growth, environmental protection and social inclusion

C) Answer in one Sentence : [5 × 1 = 5]

- i) What is innovation management?
- ii) Define sustainable development
- iii) Define Innovation.
- iv) Define green organization culture.
- v) What are the three stages of technology innovation process?

D) Fill in the blanks : [5 × 1 = 5]

- i) _____ Do not come from the market; they create new market.
- ii) _____ means the process of translating an idea or innovation into good or service that creates organizational value.

- iii) Successful innovation occurs when a _____ is added to an invention, related to a product, service or process.
- iv) _____ is making incremental changes and improvements to products, services and processes.
- v) Solar cells, organic food, fair trade products and car sharing are the examples of _____.

Q2) Long Answer Question (Solve any 3 out of 5) [30]

- a) Discuss the indicators and characteristics of innovation in different sectors.
- b) What is sustainable development? State the need and importance of sustainable development.
- c) Explain the strategies for a successful management of Innovation.
- d) Explain different types of services in detail.
- e) Explain about the socio political aspects of sustainable development.

Q3) Short Notes: (Solve any 4 out of 6) [4 × 5 = 20]

- a) Green Organization
- b) Risk associated with innovation
- c) Types of innovation
- d) Process Innovation
- e) Role of individual in the innovation process
- f) Types of services.

