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SEAT No. :

PC1143

[6316]-404

[Total No. of Pages : 3

T.Y.B.B.A.

604 : MANAGEMENT OF INNOVATIONS AND 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]
- a) Technological Innovation is considered as a major source of ____
 - i) Economic Growth
 - ii) Communication and Educational Accessibility
 - iii) Reduced Sickness, poverty and Hunger
 - iv) All the above
 - b) Experimentation is the testing stage in innovation process where the selected ideas are tested in the ____
 - i) Organization
 - ii) Targeted Market
 - iii) Small Market
 - iv) All the Above
 - c) Successful innovation occurs when a ____ is added an invention, related to a product, service or process.
 - i) Quality
 - ii) Price
 - iii) Value
 - iv) Innovation
 - d) ____ is a combination of three aspects: social, economic and environmental.
 - i) Sustainable development
 - ii) Sustainable environment
 - iii) Sustainable culture
 - iv) Sustainable innovation
 - e) A ____ describes a company that does not make any negative impact on the environment, economy or community.
 - i) New Business
 - ii) Big Business
 - iii) Green Business
 - iv) None of these

P.T.O.

B) Match the Following:

[5]

A

B

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

C) Answer in one Sentence:

[5]

- a) What is innovation management?
- b) Define sustainable development
- c) Define Innovation.
- d) Define green organization culture.
- e) What are the three stages of technology innovation process?

D) Fill in the blanks:

[5]

- a) _____ Do not come from the market; they create new market.
- b) _____ means the process of translating an idea or innovation into good or service that creates organizational value.
- c) Successful innovation occurs when a _____ is added to an invention, related to a product, service or process.
- d) _____ is making incremental changes and improvements to products, services and processes.
- e) 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)

[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.

