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Printed Pages: 02 **Sub Code: MAM1001**

Paper Id: | 2 | 9 | 3 | 0 | 0 | 1 | **Roll No.** | | | | | | | | | | |

MAM X

(SEM X) THEORY EXAMINATION 2017-18

Innovation Management (Regular)

Time: 3 Hours ***Total Marks: 100***

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief. **2 x 10 = 20**

a. Discuss about R & D of Innovation.
b. What is the concept of Innovation management?
c. Explain Legal aspect of Innovation.
d. Define analytical methods of innovation.
e. What are the illectual properties?
f. How can you say "Innovation for problem solving?
g. Explain lateral thinking of Innovation.
h. What are the barriers of Innovation?
i. Explain factors influencing economic effectiveness.
j. What do you think about legal aspects of innovation?

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SECTION B

2. Attempt any *three* of the following: **10 x 3 = 30**

a. How can you apply innovation with creative approaches?
b. What are the portfolios of Marketing Innovation Products?
c. Explain assumption of Innovation in detail.
d. Discuss about the Innovation Sources.
e. Explain typology of Innovation.

SECTION C

3. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Discuss historic retrospective of innovation.
(b) Explain techniques of innovation management.

4. Attempt any *one* part of the following: **10 x 1 = 10**

(a) Discuss innovation in Reality is "Out of the box".
(b) What are the integration risks of Innovation?

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5. Attempt any *one* part of the following: 10 x 1 = 10

(a) What are service designs of innovation management?
(b) Discuss about R & D of innovation management.

6. Attempt any *one* part of the following: 10 x 1 = 10

(a) Explain in legal aspects of innovations.
(b) How can you say innovation is problem solving for any organization?

7. Attempt any *one* part of the following: 10 x 1 = 10

(a) Discuss about the Creative approaches of Innovation
(b) Explain innovation concept in detail & also discuss about the innovation benefits.

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