[4870]-3023

M.B.A.

TECHNOLOGY MANAGEMENT SPL.

306 TM: Managing Innovations - I

(2013 Pattern) (Semester - III)

Time :2½ Hours]   *[Max. Marks : 50*

Instructions to the candidates:

  1)   All questions are compulsory.
  2)   Each question has an internal option.
  3)   Each question carries 10 marks.
  4)   Figures to the right indicate marks for that question / sub-question.
  5)   Your answers should be specific and to the point.
  6)   Support your answers with suitable live examples.

Q1) a)   "Innovation is a need of hour for the sustainable growth of any business". Elaborate above statement explaining the importance of innovations in competitive business environment.   **[10]**

<center>OR</center>

  b)   Define "Innovation". Differentiate between innovation and creativity with suitable examples.   **[10]**

Q2) a)   What are the dimensions of innovations which give rise to 4 (Four) classes of Innovations? Explain any two classes of innovations in this scheme of classification.   **[10]**

<center>OR</center>

  b)   Explain the following models of Innovation

      i)   Technology Life Cycle Model

      ii)   Teece Model of Imitability and Complementary Assets.   **[10]**

Q3) a)   How does a technology manager utilize assets and competencies to acquire competitive advantage through innovations.   **[10]**

<center>OR</center>

  b)   Draw the value chain diagram for a photo copier manufacturer. Explain the value creation logic for a photo copier manufacturer.   **[10]**

Q4) a) What are the difficulties faced by Innovators? Explain the issues associated with innovators? How do organisation decide about bringing innovation to market? **[10]**

OR

b) Explain the concept of 'Innovation Port folio' and discuss the process of the managing of Innovation Portfolio in brief. **[10]**

Q5) a) As a Technology Manager, how do you select a technology type from sustaining technology and disruptive technology for the Mass production of a firm producing bicycles? **[10]**

OR

b) Explain the concept of disruptive technology? How could disruptive technologies threaten market leaders? Illustrate your answer with appropriate examples. **[10]**

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