

Total No. of Questions : 3]

SEAT No. :

PB-1449

[Total No. of Pages : 3

[6225]-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 :**

**[5]**

- i) Reasons of innovation for the organization are \_\_\_\_\_
  - a) Reduce costs
  - b) Improve channel of distribution
  - c) Improve overall profitability and cash flows
  - d) All the above
- ii) \_\_\_\_\_ is the first step of the process of innovation
  - a) Idea Generation and mobilization
  - b) Experimentation
  - c) Commercialization
  - d) Research and Development
- iii) Counseling is an example of \_\_\_\_\_ service
  - a) Highly Tangible
  - b) Highly Intangible
  - c) Service linked to tangible goods
  - d) None of these
- iv) \_\_\_\_\_ is a combination of three aspects: social, economic and environmental.
  - a) Sustainable development
  - b) Sustainable environment
  - c) Sustainable culture
  - d) Sustainable innovation
- v) The word 'innovation' is derived from Latin verb Innovare which means to \_\_\_\_\_
  - a) Renew
  - b) Reuse
  - c) Recycle
  - d) None of these

**P.T.O.**

**B) Match the following :****[5]**

A	B
i) Does not make negative impact on environment, economy or community	a) Value
ii) Service Innovation means changing the way to serve customer	b) Green Business
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]**

- What is innovation management?
- Define sustainable development
- Define Innovation.
- Define green organization culture.
- What are the three stages of technology innovation process?

**D) Fill in the blanks :****[5]**

- \_\_\_\_\_ Involves making small scale improvements to add sustain value to existing products, service and processes.
- \_\_\_\_\_ Is a transformative business model that seeks to completely demolish and replace an existing industry or create whole new industry.
- Successful innovation occurs when a \_\_\_\_\_ is added to an invention, related to a product, service or process.
- \_\_\_\_\_ is making incremental changes and improvements to products, services and processes.
- 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]**

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

**Q3) Short Notes : (Solve any 4 out of 6)**

**[20]**

- i) Types of Innovation
- ii) Sustainable Development Goals
- iii) Product Innovation
- iv) Risk Associated with Innovation
- v) Role of individual in the innovation process
- vi) Characteristics of services.

