

Total No. of Questions : 3]

SEAT No. :

PD1427

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[6440]-804

T.Y. B.B.A.

**604: MANAGEMENT OF INNOVATION AND SUSTAINABILITY
(2019 CBCS 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) _____ do not come from the Market; they create new market.
 - i) Design Driven Innovations
 - ii) Consumer needs states driven innovation
 - iii) Creativity and Lateral Thinking
 - iv) Disruptive Innovation
- b) The Word “Innovation” is derived from the Latin verb ‘Innovare’, which means to _____.
 - i) Renew
 - ii) Reuse
 - iii) Recycle
 - iv) Recline
- c) _____ has become an important tool or component in innovation.
 - i) Information Technology
 - ii) Informative Techniques
 - iii) Informative Technology
 - iv) Innovation Technology
- d) _____ is a combination of three aspects: social, economic and environmental.
 - i) Sustainable development
 - ii) Sustainable environment
 - iii) Sustainable culture
 - iv) Sustainable innovation
- e) The Concept behind the green culture is mostly concerned with realizing and obtaining the _____.
 - i) Ecological Balance
 - ii) Earning More Profits
 - iii) More Payment to workers
 - iv) Maximum Sales

P.T.O.

- B) Match the Following: [5]
- | A | | B | |
|---|------|---|--|
| a) Type of Process Innovation | i) | Key Features of Innovative Organisation | |
| b) Autonomy of Individuals | ii) | ERP Systems Requirement | |
| c) Control and Discipline | iii) | Organisational Process Innovation | |
| d) Locational Factors | iv) | Agriculture/Secure food supply | |
| e) Environmental Sustainability include | v) | Commonly Purchased Services | |
- C) Answer in one Sentence: [5]
- What is Product Innovation?
 - Define Innovation Management.
 - Define Innovation.
 - Define green organization culture.
 - Mention any one need of Sustainability Innovation.
- D) Fill in the blanks: [5]
- _____ is the process of finding out the possibility of producing a product.
 - _____ refer to the implementation of new organizational methods.
 - Successful innovation occurs when a _____ is added to an invention, related to a product, service or process.
 - _____ results due to modest changes in the existing services.
 - 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]
- Explain Indicators of Innovation in different sectors.
 - What is sustainable development? State the need and importance of sustainable development.
 - Explain Organisational Characteristics that facilitate the Innovation Process.
 - Explain the various Reasons for the Growth in Service.
 - Explain about the socio political aspects of sustainable development.
- Q3) Write Short Notes: (Solve any 4 out of 6) [20]
- Goals of Innovation.
 - Sustainable Development Goals.
 - Dilemma of Innovation Management.
 - Service Innovation.
 - Aspects of Sustainable Development.
 - Benefits of Green Organisation.