KUMARAGURU
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MBA DEGREE EXAMINATIONS: NOV/DEC 2024

(Regulation 2024)

First Semester

MBA – INNOVATION ENTREPRENEURSHIP AND VENTURE DEVELOPMENT

24IET501: Technology and Innovation Management

COURSE OUTCOMES

CO1: Analyze and apply key concepts of technology and innovation management in real-world business contexts.

CO2: Develop strategic technology roadmaps that align with business objectives and foster innovation.

CO3: Manage innovation processes within organizations, including R&D and the integration of new technologies.

CO4: Assess the impact of emerging technologies on business models and industries, considering ethical and societal implications.

Time: Three Hours   **Maximum Marks: 100**

Answer all the Questions: -
PART A (10 Q x 2 = 20 Marks)

1.	Explain how technology & innovation are different.	CO1	[K2]
2.	Illustrate with an example on what a disruptive innovation is?	CO2	[K2]
3.	What is the diffusion of innovation model?	CO1	[K1]
4.	How can companies benefit from open innovation?	CO3	[K1]
5.	What is core competency for a company?	CO4	[K1]
6.	What is a Business Model? Explain with an example.	CO2	[K2]
7.	What is process and product innovations? Explain with examples.	CO3	[K2]
8.	What is the role of technology in innovation?	CO2	[K1]
9.	Explain why Zoho's products are considered an example of disruptive innovation.	CO1	[K2]
10.	What is an incremental innovation? Explain with examples.	CO4	[K2]

Answer the following Questions: -
PART B (5 Q x 16 = 80 Marks)

11. Business Model and Business Model Innovation   CO2   [K$_2$]

    a. What is a business model and explain its components in detail, providing   appropriate examples. (10 marks)

    b. What is business model innovation? Explain with two examples of companies that have successfully implemented business model innovations. (6 marks)

12. Explain in detail, with examples, the key strategies for successful technological change with an organization.   CO3   [K$_2$]

13. Explain in detail the following types of innovations, their characteristics with examples.   CO2   [K$_2$]

    a. Efficiency Innovation (3 marks)

    b. Sustaining Innovation (3 marks)

    c. Transformative Innovations (4 marks)

    d. Product Innovation (3 marks)

    e. Process Innovation (3 marks)

14. Give an overview of the following technologies and explain in detail the impact of these technologies across different industries: CO1   [K$_2$]

    a. Artificial Intelligence (AI)

    b. Internet of Things (IoT)

    c. Blockchain

15. What is disruptive innovation? Explain its characteristics in detail, with examples of how companies have successfully introduced disruptive innovations.   CO4   [K$_2$]

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