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GIET UNIVERSITY, GUNUPUR - 765022
M. B. A (Fourth Semester Regular) Examinations, May - 2024
21MBAIT24002 - Innovation Technology Management

Time: 3 hrs

Maximum: 60 Marks

(The figures in the right hand margin indicate marks.)

PART – A**(2 x 10 = 20 Marks)**Q.1. Answer **ALL** questions

	CO #	Blooms Level
a. Explain the benefit of innovation Management.	CO1	K1
b. Name two organization issues that can affect innovation in an organisation.	CO1	K1
c. What is the meaning of Entrepreneurial venture?	CO2	K1
d. What are the barriers to innovation in SMEs?	CO2	K1
e. Discuss the importance's of learning and knowledge building.	CO3	K2
f. Mention some types of innovation strategies.	CO3	K1
g. What is core competitive excellence?	CO4	K1
h. Explain the importance's of organisation structure.	CO4	K2
i. What is meant by radical innovation?	CO5	K1
j. Discuss the importance's of Training.	CO5	K1

PART – B**(8 x 5 = 40 Marks)**Answer **ALL** the questions

	Marks	CO #	Blooms Level
2. a. Explain the different types of innovation with appropriate examples each.	8	CO1	K2
(OR)			
b. Explain how technology changes have improved organisational productivity with examples.	8	CO1	K2
3.a. Explain the top down and Bottom-Up strategy in innovation.	8	CO2	K1
(OR)			
b. Explain the innovation strategies adopted by the two-wheeler company in India.	8	CO2	K1
4.a. Discuss the importance of Environment Scanning.	8	CO3	K2
(OR)			
b. Discuss the role of Leadership in building innovation capabilities in an organisation.	8	CO3	K1
5.a. What are the main problems and issues facing technology environment?	8	CO4	K2
(OR)			
b. Discuss the importance of innovation in the service sector.	8	CO4	K1
6.a. Explain the Advantages of Merger and Acquisition.	8	CO5	K2
(OR)			
b. Explain the role of venture capital funds in supporting innovation business idea.	8	CO5	K2

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