

QP Code: D143982		Total Pages: 1	Name:
			Register No.
FOURTH SEMESTER (CUFYUGP) DEGREE EXAMINATION, APRIL 2026			
MANAGEMENT STUDIES			
BBA4FV108 INNOVATION & BUSINESS DYNAMICS			
2024 Admission onwards			
Maximum Time: 1.5 Hours			Maximum Marks: 50
Section A			
All Questions can be answered. Each Question carries 2 marks (Ceiling: 16 Marks)			
1	What is Co-creation in the context of innovation?		
2	What do you mean by Business Dynamics?		
3	What do you understand by the term 'Intrapreneurship'?		
4	What is meant by Entrepreneurial Mindset?		
5	Define Inclusive Innovation.		
6	What is meant by Innovation Ethics?		
7	What is an Idea Management System?		
8	Define Innovation Management.		
9	What do you mean by Innovation Metrics?		
10	What are KPIs?		
Section B			
All Questions can be answered. Each Question carries 6 marks (Ceiling: 24 Marks)			
11	Distinguish between Divergent and Convergent Thinking.		
12	What do you mean by IPRs? Discuss the types of IPR.		
13	What is meant by Blue Ocean Strategy? Explain the steps in implementing the Blue Ocean Strategy.		
14	Discuss the challenges of transitioning from Prototyping to Incubation.		
15	Explain the need for innovation in future Indian markets.		
Section C			
Answer any ONE. Each Question carries 10 marks (1x10=10 Marks)			
16	Discuss the common reasons for Business Model Failure and suggest remedies to avoid them.		
17	Explain the concept, characteristics, principles, and process of Innovation.		