



PRESIDENCY UNIVERSITY,
BENGALURU

SCHOOL OF MANAGEMENT

MID TERM EXAMINATION

Odd Semester: 2018-19

Course Code: OPS 305

Course Name: Product Innovation & Development

Branch & Sem: MBA(Op), III Sem

Date: 31 October 2018

Time: 2 Hours

Max Marks: 40

Weightage: 20%

Instructions:

Give real life relevant examples

Part A

Answer **all** the Questions. **Each** question carries **four** marks. (3x4=12)

1. Explain the statement "Innovation is a never ending process".
2. What are the 4i of innovation?
3. Why all innovative products are not successful in the market?

Part B

Answer **all** the Questions. **Each** question carries **eight** marks. (2x8=16)

4. Discuss any principle in TRIZ with example.
5. Discuss Technology Life Cycle.

Part C

Answer the Question. It carries **twelve** marks. (1x12=12)

6. Discuss how different ideas have been used for developing products for purification of water for drinking purpose.



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**PRESIDENCY UNIVERSITY
BENGALURU**

SCHOOL OF MANAGEMENT

END TERM FINAL EXAMINATION

Odd Semester: 2018-19

Course Code: OPS 305

Course Name: Product Innovation and Development

Programme & Sem: MBA & III Sem

Date: 11 January 2019

Time: 3 Hours

Max Marks: 80

Weightage: 40%

Instructions:

- (i) *Give real life relevant examples*

Part A

Answer **all** the Questions. **Each** question carries **five** marks.

(4Qx5M=20)

1. Differentiate between Discovery, Invention and Innovation.
2. Explain the 4i of innovation?
3. What is a Patent?
4. Describe what are Patent Rights?

Part B

Answer **all** the Questions. **Each** question carries **ten** marks.

(3Qx10M=30)

5. Discuss different innovations taking place in transportation sector.
6. How marketing of an innovative idea is different from marketing a product.
7. Explain the process of filing a patent

Part C

Answer **both** the Questions. **Each** question carries **fifteen** marks.

(2Qx15M=30)

8. Discuss the success story of an innovation.
9. Elucidate the failure story of an innovation.