



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (December 2019)

School: School of Management

Program: BBA EI

Course: Business Innovation

Course Code: MGT 330

Semester: Semester V

Max Marks: 60

Duration (mins): 90 minutes

This question paper consists of two sections A and B.

Section A: Total marks 30.

Answer any 2 of the following questions. Each question carries 15 marks.

1. Describe in detail the social performance of business in your country?
2. Describe value chain for a soap manufacturing company?
3. Describe Innovation portfolio for a company marketing cosmetic products?
4. Describe the relationship between competencies and assets of an organization?
5. Explain different sources of Innovation?

Section B: Case Studies - Total marks 30.

All questions are compulsory.

1. Case study: - 15 marks

You are the owner of an organisation which is in the business of stationary products. You are planning to launch Gel Pen which helps in designing.

- A) How will you create a differentiation in the market place? Explain by giving the example of your country as the geography.
- B) Describe the target customer segment in terms of socio economic class.
- C) Also explain how you will suitably price your product.

2. Case study: - 15 marks

Tom has been saving for a new laptop for the past six months. He's done his research and found a model that experts say will more than meet his needs. But new, it costs \$3,000. He also found a refurbished version of the same computer with all of the same features online for \$1,500. The refurbished laptop comes with a warranty and Tom bought a refurbished portable music player from the same company with no problems. Tom's third option is a brand new laptop that costs \$1,800 and has all of the features he needs but not all of the ones he wants.

- A) What are the wants?
- B) What are the needs?
- C) What decision would you make and why?