



AJEENKYA

D Y PATIL UNIVERSITY

End Term Examinations (April / May 2019)

School: School of Management

Program: MBA BIS

Course: Basics of Innovation

Course Code: MGT516

Semester: II

Max Marks: 50

Duration (mins): 120 min

This question paper consists of two sections A and B.

Section A: Total marks 20.

Answer any 2 of the following questions. Each question carries 10 marks.

1. Explain different types of innovation with suitable examples?
2. Explain "Push" and "Pull" approaches to innovation?
3. What do you mean by disruptive innovation? Explain with a suitable example?
4. Why do startups fail? Illustrate with an example?
5. "Invention and innovation are two sides of the same coin". Bring out your answer.

Section B: Case Study (All questions are compulsory) – 30 marks

1. Case study: - 15 marks

Traffic congestion in Pune city is increasing day by day because of which Ambulance services find it difficult to take patients to destination hospitals. Suggest an innovative idea which will help reduce the time consumption for the Ambulance services. Also how will you develop a concept from the suggested idea?

2. Case study: - 15 marks

You own a local service station. Your service station is located in a wealthy neighbourhood. Loyal customers like friendly services that you offer at your service

station. Your station personally pumps petrol/diesel for the customers, checks the oil, washes car windows and checks tyre pressure.

New franchise petrol stations are nearly intercepting nearly 20 percent of your customers. These service stations have incorporated popular fast food restaurants and also have credit/debit card payment facility which allows customers to pay for the petrol/diesel and for the fast food restaurant.

Questions:

- A. What innovative changes and will you adopt to attract more customers at your service station and compete with franchise service stations?
- B. How will you recapture customers who have opted to the convenient franchise stations? What challenges you would have to face to retain the market share?
- C. How does a business/organisation ideate future innovations?