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CMS 403

First Semester M.Com. Degree Examination, December 2018

COMMERCE (CBCS)

Innovations in Business

Time : 3 Hours

Max. Marks : 70

SECTION – A

Answer **any four** questions out of **seven** questions, **each** question carries **10** marks, answer to **each** question should **not** exceed **4** pages. **(10×4=40)**

1. Describe in detail the features and historic retrospective aspects of business innovations.
2. Explain in detail on assumptions and barriers of business innovations.
3. What are the parameters required to consider by business organization for evaluation of business innovations ?
4. What are the sources of innovation finance ? Elucidate.
5. What is new product development ? Is the new product development is innovation ? Explain in detail.
6. Write an analytical detailed note on post implementation analysis for innovation project.
7. "Market and strategy dimension as the innovation move from idea to market". Comment.

SECTION – B

Answer **any two** questions out of three questions, **each** question carries **15** marks, answer to **each** question should **not** exceed **seven** pages. **(15×2=30)**

8. What are the legal and economic aspects being considered by business community for business innovation ? Describe.
 9. What are the steps involved in business innovation process ? Explain.
 10. "Mindset, lateral thinking, out of box approach and creativity helps innovation". Comment.
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