

Register No.: Name.:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (R,S), MAY 2024 (2021 Scheme)

Course Code : 21MBA232

Course Name: Innovation and New Product Management

Max. Marks : 60

Duration: 3 Hours

PART A

(Answer all questions. Each question carries 2 marks)

1. Define trademarks and copyrights.
2. Define TRIZ.
3. Define the term technology trajectory.
4. What do you understand by the term cultural anthropology?
5. Define open innovation and free innovation with the help of an example.

PART B

(Answer any 3 questions. Each question carries 10 marks)

6. Explain in detail different innovation models used by various corporates.
How can a firm apply design thinking tools to effectively create a new
7. product or a service? Substantiate with an example each from product and services.
8. Enumerate why companies must align innovation strategy with business strategy?
9. Analyse how service development models help an organization to create a new service in the market?
10. Illustrate with relevant examples how an organization can create continuous innovation and a culture of innovation.

PART C

(Compulsory question, the question carries 20 marks)

11. Zomato is an online restaurant discovery platform where customers can find restaurants in a particular area, and their menus, place orders, and pay online. The delivery part is taken care of by the restaurants. Moreover, customers can give reviews about the restaurants and the quality of the

food which helps the restaurants and customers to have a better experience. Internet and mobile app are the only channels used for the whole process for customers to find a suitable restaurant with better discount deals and to place an order. Facebook, Twitter, and Pinterest are the 3 main platforms that made the base for the sources of Zomato with a deep presence among their customers. Zomato wants to start delivering the ordered food to the customer's doorstep on their own, which was earlier taken care of by restaurants. The firm plans to focus on segments such as online food ordering, restaurant booking, subscription-based services, and billing in restaurants.

a) What are the innovative measures that Zomato can use in designing a process to "Listen to the Customer" for delivering ordered food to Customers door step?

(8 marks)

b) As a manager how can you practice continuous innovation and how can it help create a culture of innovation at Zomato?

(7 Marks)

c) Evaluate how Zomato can link its innovation strategy with its business strategy?

(5 Marks)
