

Register No.: Name:

SAINTGITS COLLEGE OF ENGINEERING (AUTONOMOUS)

(AFFILIATED TO APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY, THIRUVANANTHAPURAM)

FOURTH SEMESTER MBA DEGREE EXAMINATION (Regular), JULY 2022**(2020 Scheme)****Course Code : 20MBA274****Course Name: Innovation and New Product Management****Max. Marks : 60****Duration: 3 Hours****PART A***(Answer all questions. Each question carries 2 marks)*

1. List out the various innovation models
2. Explain the techniques for lateral thinking.
3. What are the differences between direct and indirect network effects?
4. Explain any two test marketing strategies.
5. Define open innovation.

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

6. Identify the differences between invention and innovation with the help of an example.
7. Summarize the concept of scenario planning with the help of an example.
8. Illustrate about the new product development process.
9. Evaluate the strategic pressures on R&D.
10. Examine the knowledge base of an organization.

PART C*(Compulsory question, the question carries 20 marks)***11. Coca-Cola in India: Innovative Distribution Strategies with 'RED' Approach**

This case study deals with the distinctive distribution strategies of Coca-Cola India (CCI) for the rural and urban market segments in India; and the company's efforts towards effective execution of these strategies. CCI built a distribution network in combination with its bottling partners and contract manufacturers. In urban areas, it distributes products directly from bottling plants to retailers. However, owing to lack of proper infrastructure and difficult access to the remote villages, it modified its distribution chains and adopted the three-tier 'hub and spoke' distribution model, to penetrate into the rural areas and increase its sales. Besides its distribution network, CCI adopted 'Right Execution Daily' (RED) strategy for effective execution of its distribution mainly in urban areas, which boosted the sales of the company. RED ensures the proper display, availability and activation of company's products in the retail stores. With the success of RED in urban markets, the company plans to implement it in rural areas.

- a) Propose an appropriate measure by which RED can be effectively implemented?
Marks (10)
- b) Identify the challenges the company might face in reaching out to the rural consumers?
Marks (10)
