

Name: Enrolment No:	
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination, May 2023

Course : Strategic innovation management Program: Integrated BBA MBA Course Code : STGM2016	Semester : 4th Time : 03 hrs. Max. Marks: 100
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Instructions: All questions are compulsory

SECTION A
10Q x 2M =20Marks

S. No.		Marks	CO
Q1 refers to creation and introduction of a product or service that is new to the market. a. Product innovation. b. Product mix c. Both a and b d. None of these.	2	1
Q2 is a short statement of why an organization exists and is its overall goal. a. Mission. b. Budget. c. Commerce. d. None of these.	2	1
Q3	Which one of the following is considered under market feasibility? a. Discount offers. b. Preferences of customers. c. Both a and b. d. None of these.	2	1
Q4 is concerned with selection of business in which a company should compete and coordinate. a. Corporate level strategy b. Functional level strategy c. Both a and b d. None of these.	2	1
Q5	The strategic decisions are taken by a. Senior Management. b. Top level management. c. Any of the above. d. None of these.	2	1
Q6	Overdraft is a facility in which account holder can more amount	2	1

	<p>than the balance in his/her account.</p> <p>a. Save.</p> <p>b. Deposit.</p> <p>c. Either a or b.</p> <p>d. None of these.</p>		
Q7	<p>It is the most well known type of innovation which brings effective uses of new technology</p> <p>a. Disruptive innovation</p> <p>b. Incremental innovation</p> <p>c. Sustaining innovation</p> <p>d. None of these</p>	2	1
Q8	<p>Venture capital is a form of financing in which one person provides assistance and the other gives technical support.</p> <p>a. Financial</p> <p>b. Commercial</p> <p>c. Business</p> <p>d. None of these</p>	2	1
Q9	<p>The role of strategic innovation management lies in</p> <p>a. Creating value</p> <p>b. Enhancing productivity</p> <p>c. Initiative</p> <p>d. All of the above</p>	2	1
Q10	<p>..... risk occurs due to non honouring of obligations by the counter party which can be failure to deliver the goods for payments already made.</p> <p>a. Counter party risk</p> <p>b. Compliance risk</p> <p>c. Both a and b</p> <p>d. None of these</p>	2	1

SECTION B
4Q x 5M = 20 Marks

Q11	<p>The costs and benefits of a particular strategy is very important in a project. Explain the concept of financial feasibility in the light of this statement.</p>	5	2
Q12	<p>The strategic innovation management involves many functions which are to be performed by a strategist. Describe these functions</p>	5	2
Q13	<p>There are many types of risks which a businessman has to face and make strategies for it. Describe these risks.</p>	5	2
Q14	<p>What is meant by Strategic innovation management. Explain its objectives.</p>	5	2

SECTION-C
3Q x 10M = 30 Marks

Q15	A strategist wants to create right conditions for new ideas to be successfully commercialized in the first place. Which type of innovation is highlighted in this statement. Explain.	10	3
Q16	Write short notes on a. Vision. b. Process of strategic management.	10	3
Q17	Examine the functions and responsibilities of a operations manager which can lead to efficiency in operations.	10	3

SECTION-D
2Q x 15M = 30 Marks

Q18	A businessman who is engaged in providing goods or services to its customers has to make strategies for marketing, financing and operations. Explain the aspects considered which are feasible in each of these areas.	15	4
Q19	Innovation is a very essential element for the success of an enterprize. It enables a businessman to compete in today's world of cut throat competition. In the light of this statement explain the types of innovation.	15	4