



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

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POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21) END TERM EXAMINATION (TERM -IV)

Subject Name: Management of Technology Innovation and Change

Time: **02.30 hrs**

Sub. Code PG 22

Max Marks: **60**

Note:

1. All questions are compulsory in Section A& C. Section A carries 8 questions of 2.5 marks each, Section B carries 5 questions of 04 marks each and Section C carries 1 Case Study of 20 marks.

SECTION - A

Attempt all questions. All questions are compulsory.

2.5×08 = 20 Marks

- Q. 1 (A). Name the factors that influence technological innovation
- Q. 1 (B). What are six Thinking Hats?
- Q. 1 (C). What is lateral Thinking?
- Q. 1 (D). List down the emerging technologies and their current usage
- Q. 1 (E). What are the categories of innovation?
- Q. 1 (F). Differentiate between component knowledge and system knowledge.
- Q. 1 (G). What is frugal innovation?
- Q. 1 (H). What is Blue Ocean innovation?

SECTION - B

Attempt any five out of six questions

04×05 = 20 Marks

- Q. 2. Describe the model of Technology Acquisitions and its application in corporate.
- Q. 3. Differentiate between innovation and invention.
- Q. 4. Describe the principles that leaders should embrace when leading through change
- Q. 5. What are the stages of technological innovation?
- Q. 6. Explain Henderson and Clark typology of innovation.
- Q. 7. Describe the stages of Project Development with suitable example from IT industry.

SECTION - C

Read the case and answer the questions

10×02 = 20 Marks

Q. 8: Case Study:

Samsung: Harnessing the Power of the Creative Elite

One of the world's leading technology companies, Samsung is widely recognized as one of the most innovative conglomerates on earth. Their innovation management strategy entails deploying an experienced 'creative elite' to take the lead with new projects, ensuring they are primed to incorporate the best-practices and yield maximum KPI.

To achieve their objectives, Samsung's creative elite make use of open innovation and corporate tech scouting approaches. For example, when new products are released, Samsung utilizes customer feedback to inform their TRIZ problem solving methodology⁶ – which examines contradictions in customer's expressed desires and technological capabilities to establish a clear

picture of where innovation efforts should be focused. Once the clearer picture is gained, Samsung then approaches relevant scientific, technological, or corporate bodies that can deliver the expertise and resources needed to make the innovation project happen.

Charged with leading innovation projects, Samsung’s creative elite combine TRIZ techniques with scouting approaches to acquire new knowledge, remain on the cutting edge of new scientific approaches, and expand their core abilities to maintain project ROI.

An example of this two-fold approach in action is Samsung’s strategic partnership with the Russian Academy of Science ⁷. After using the TRIZ method to pinpoint gaps in the market where lucrative innovation efforts could be made, Samsung’s creative elite worked with members of the Academy to help develop an array of products, ranging from new LED bulbs to 3D mapping technology.

Question:

Q 8 (A). Describe how Samsung has grown in innovation? Which innovation type you can relate in this case.

Q8 (B). What is the problem solving method Samsung uses?

Mapping of Questions with Course Learning Outcome

Question Number	CLO
Q. 1 (A):	CLO1
Q. 1 (B):	CLO1
Q. 1 (C):	CLO1
Q. 1 (D):	CLO1
Q. 1 (E):	CLO1
Q. 1 (F):	CLO1
Q. 1 (G):	CLO1
Q. 1 (H):	CLO1
Q. 2:	CLO2
Q. 3:	CLO2
Q. 4:	CLO2
Q. 5:	CLO2
Q. 6:	CLO2
Q 8(A):	CLO5
Q8 (B):	CLO4

Note: Font: Times New Roman, Font size: 12.