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| **Sem: NOV-2024****Maximum Marks: 50 Examination: End Exam Date: Duration: 2.5hrs** |
| **Programme code:****Programme:** MBA for working executive (program code-18) | **Class:** FY | **Semester: 3****Batch- (Regular/ATKT)**  |
| **College:**  **K. J. Somaiya Institute of Management** | **Name of the department/Section/Center:**  |
| **Course Code: 117P18C338** | **Name of the Course:  Strategic Innovation**  |
| **Instructions: Answer any five questions. All questions carry equal marks** |

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| **Question No.** |  |  **Max.****Marks** |
| 1 | Explain five barriers to innovation in an organization. | 10 |
| 2 | Analyse the difference between exploratory & exploitative innovation & provide examples of two innovations that are exploratory & two that are exploitative. | 10 |
| 3 | What is your understanding of disruptive innovation? | 10 |
| 4 | List five initiatives that an organization can adopt do to ensure that innovation is strategic.  | 10 |
| 5 | Discuss two examples of product innovation & two examples of service innovations. Describe what was being done earlier & what is the current innovation | 10 |
| 6 | Explain Design thinking with an example. | 10 |