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Roll No. :

576365(76) / 676565(76)

**M. B. A. (Third Semester) Examination,
Nov.-Dec. 2021**

(New Scheme)

(Management Branch)

(Specialization : System Management)

KNOWLEDGE and INNOVATION MANAGEMENT

Time Allowed : Three hours

Maximum Marks : 80

Minimum Pass Marks : 32

***Note : Attempt one question from each unit. All
questions carry 16 marks.***

Unit-I

1. (a) What is knowledge management why it is important?

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- (b) What do you understand by innovation write its significance in the modern business environment.

Unit-II

2. (a) What is the difference between Information Management and Knowledge Management? How knowledge and innovation act as a catalyst in organisational growth?
- (b) Write a note on Innovation types and trends with suitable examples.

Unit-III

3. (a) Elaborate how innovation can be used as a strategic process in organisational development & support your statement with suitable examples.
- (b) Innovation economics is a growing economic theory that emphasizes entrepreneurship and Innovations explain.

Unit-IV

4. (a) Illustrate the process of designing innovation management?

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- (b) Discuss the role of strategic stakeholders in management of Innovation.

Unit-V

5. (a) Write a detailed note on Strategic Network Management.
- (b) Discuss the type of strategies used in technological innovation.