

University of Pune
Department of Management Sciences
MBA-BT Semester III
Semester End Exams Nov. 2013
304-ED & IKM

Maximum Marks: 60marks

Time: 3Hrs

Answer any four of the following questions

All questions carry equal marks

1. Define creativity. What limits creativity in individuals and organizations? How can organizations enhance and manage creativity?
2. What is creativity? Explain different types of creativity? Why creativity is necessary but not a sufficient prerequisite to Innovation?
3. Define Invention and Innovation and explain the difference between the two. Why innovation is critical for organizations. What are the sources of Innovation and how organizations can be innovative? Illustrate your answer with suitable examples.
4. Enumerate the characteristics of individual innovators and how successful innovators manage risk in innovation. Support your arguments using Shantha Biotech Case.
5. What are types of knowledge? How tacit and explicit knowledge are transferred? Distinguish between Intellectual capital, Intellectual asset and Intellectual property and how they differ from knowledge
6. To succeed in changing environment organizations need to modify their Intellectual asset management strategies. Justify the statement and illustrate with a suitable case.
7. Why knowledge management is critical for organizational survival. Discuss how organizations can create Intellectual capital, develop capability to identify measure and report the same for securing higher valuations