BIMTECH

Post Graduate Diploma in Management, 2017-19

Business Innovation & Growth Strategy

Sub. Code: DM-501

Trimester – V, END-TERM EXAMINATION: December 2018

Time: 2 Hrs 30 Min

Max Marks: 50

Roll No. ——————

Instructions:

1. Students are required to write their Roll No on every page of the question paper, writing anything except the Roll No will be treated as **Unfair Means.** In case of rough work please use answer sheet.

2. Be brief and to the point. The answer to every 5 mark question should be of maximum 300 words, 10 mark question maximum 600 words and the case study analysis maximum 1000 words.

SECTION A (3X5=15 Marks)

Note: Attempt any three Questions

1. What might be the traps that players are vulnerable to at various stages of the Hype Cycle?

2. Several leading management thinkers are saying that 'Sustainable Competitive Advantage' is a myth. What are your views on this and what relevance does it have for Innovation?

3. Is Innovation about new 'things' or new 'value'? In this context, how will you explain business innovation to a layperson?

4. What are the various technology forecasting methods ? Which one is better and why do we use a formal forecasting method?

5. What is segment zero principle? Explain with an example from real world.

SECTION B (2X10 = 20 MARKS)

Note: Attempt any two questions

1. Big bang disruption is upending the conventional approaches to explain the diffusion of Innovation. Why? Please explain with suitable examples.
2. What is the role of technology in new product or process development? What are the various product development team structures? What are the good characteristics of new product development team?
3. What is the principle of Triple bottom line while understanding the impact of technology on humanity /society. Describe the impacts of technology on humanity and society keeping values of technology and design and the stakeholders.

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<u>Case 1</u>

Rosa has just quarreled with her boyfriend and needs a little time to herself. She decides to drive secretly to the French Alps in her smart Toyota to spend a weekend at a ski resort. But it seems she must first stop at a garage – her car's RFID sensor system (required by law) has alerted her of possible tyre failure. As she passes through the entrance to her favourite garage, a diagnostic tool using sensors and radio technology conducts a comprehensive check of her car and asks her to proceed to a specialized maintenance terminal. The terminal is equipped with fully automated robotic arms and Rosa confidently leaves her beloved car behind in order to get some coffee. The "Orange Wall" beverage machine knows all about Rosa's love of iced coffee and pours it for her after Rosa waves her internet watch for secure payment. When she gets back, a brand new pair of rear tyres has already been installed with integrated RFID tags for monitoring pressure, temperature and deformation.

The robotic guide then prompts Rosa on the privacy-related options associated with the new tyres. The information stored in her car's control system is intended for maintenance purposes but can be read at different points of the car journey where RFID readers are available. However, since Rosa does not want anyone to know (especially her boyfriend) where she is heading, such information is too sensitive to be left unprotected. She therefore chooses to have the privacy option turned on to prevent unauthorized tracking.

Finally, Rosa can do some shopping and drives to the nearest mall. She wants to buy that new snowboard jacket with embedded media player and weather-adjusting features. The resort she is heading towards uses a network of wireless sensors to monitor the possibilities of avalanches so she feels both healthy and safe. At the French-Spanish border, there is no need to stop, as Rosa's car contains information on her driver's licence and passport which is automatically transmitted to the minimal border control installations.

Suddenly, Rosa gets a video-call on her sunglasses. She pulls over and sees her boyfriend who begs to be forgiven and asks if she wants to spend the weekend together. Her spirits rise and on impulse she gives a speech command to the navigation/n system to disable the privacy protection, so that her boyfriend's car might find her location and aim directly for it. Even in a world full of smart interconnected things, human feelings continue to rule.

<u>Questions:</u>

1. In the above case, which key emerging/ emergent technologies have contributed to guide Rosa in her journey and what specific contribution has been made by each of those technologies?   (5 marks)
2. Categories them into product , process, business model innovation
                                                                                    (5 marks)
3. Which one these can be applied in BIMTECH and for what benefits?