

**MASTER OF BUSINESS ADMINISTRATION
(MBAEV)**

Term-End Examination

December, 2013

**MCN-050 : STRATEGIC AND INNOVATION
MANAGEMENT**

Time : 3 hours

Maximum Marks : 100

*Note : Attempt **any five** questions. All questions carry equal marks.*

1. When engaged in a strategic management process, strategic measures must be identified and defined with the associated data collected and analyzed to support those measures. Explain with the help of a suitable example. 20

2. (a) Define data collection rules that outline how the data apply to the indicators. 10+10
(b) How do you distinguish innovation with invention ?

3. Do internal and external rules, regulations, policies, or standards need to be changed to successfully implement the strategy and achieve the goal ? Explain with the help of a suitable example. 20

4. (a) Who will probably support the team's efforts, and who may be opposed ? **10+10**
(b) What measures will be used to indicate success ?
5. Distinguish between **any two** of the following : **10+10**
(a) Strategy and Tactics
(b) Push and Pull Approach
(c) Inbound logistics and Outbound logistics
6. Briefly explain the following terms with the help of an example : **4x5=20**
(a) SWOT Analysis
(b) Performance indicator
(c) Self-Employment
(d) Process of Strategy
7. Briefly comment on **any two** of the following : **10+10**
(a) Strategic measures focus on vision attainment.
(b) Businesses exist in dynamic and competitive environments now-a-days.
(c) The more diverse the input of variations to a new concept or new idea, the bigger is its possible innovative power of the output.
8. Write short notes on **any two** of the following : **10+10**
(a) Innovation Management
(b) Implement the measurement plan
(c) Globalization and Strategy