**QUESTION BANK**

**Part A**

1. the importance of innovation
2. characteristics of innovation.
3. the innovation space with examples.
4. the types of innovation on the basis of marketing and distribution.
5. How data can be converted to information and information to knowledge.
6. empathizing tools employed in design thinking
7. Design thinking process
8. Types of waste in Lean start up
9. Differentiate between innovation and invention
10. managerial practices to encourage motivation in turn enhance creativity in organizations
11. Thinking hats
12. techniques for idea creation
13. types of creative thinking
14. market strategies abroad
15. Turnkey project
16. why companies seek strategic alliance with suitable example
17. focus group with the appropriate example
18. importance and need for intellectual property rights
19. industrial design and trademark.
20. Few geographical indications in India—benefits
21. Knowledge markets
22. Ishikawa fishbone diagram

BIG QUESTIONS

1. Innovation as knowledge management process
2. Types of innovation
3. Design thinking
4. Effectuation process
5. Idea creation –different techniques of idea creation
6. Components of innovative organisation
7. States of business-strategies for going abroad
8. infringement-penalty - remedies
9. Trademark and copyright
10. Patent procedure
11. GI benefits
12. Techniques for projecting and evaluating the financing - Ratios
13. Business plan- factors- Elements

All the Best