

QP CODE: D4BBA2401	(Pages: 2)	Reg. No :
		Name :
Fourth Semester BBA (FYUGP) Degree Examinations April 2026		
Value Added Courses (VAC)		
BBA4FV108 : Innovation & Business Dynamics		
(Credits: 3)		
Time: 1.5 Hours	Maximum Marks: 50	
Section A		
Answer the following questions. Each carries 2 marks (Ceiling: 16 marks)		
1. Define the term 'Business Landscape' in the context of the modern economy.	BL1	CO1
2. Identify the type of innovation where existing technologies are reconfigured for new markets.	BL1	CO3
3. Define "Local Ecosystems" in the context of sustainable growth.	BL1	CO2
4. Explain "Lateral Thinking" as a creative technique.	BL1	CO2
5. What is meant by 'Originality' as a key aspect of creativity?	BL1	CO3
6. Distinguish between Product Innovation and Process Innovation.	BL2	CO1
7. State the link between ethics and Intellectual Property Rights (IPR).	BL2	CO4
8. Why is "Tolerance for Risk" necessary for the process of innovation?	BL2	CO1
9. Define an "Entrepreneurial Mindset" in the context of risk management.	BL1	CO3
10. What is meant by Prototyping? State its purpose in the innovation process.	BL1	CO1
Section B		
Answer the following questions. Each carries 6 marks (Ceiling: 24 Marks)		
11. Analyze the impact of changing demographics (e.g., aging workforce) on labor availability.	BL2	CO1
12. "Creativity is a tool for adaptability." Explain how it helps businesses thrive in changing environments.	BL5	CO2
(PTO)		

13.	Explain the importance of the transition phase from "Prototyping to Incubation."	BL2	CO3
14.	Distinguish between Divergent and Convergent thinking with respect to their roles in innovation.	BL2	CO4
15.	Discuss the significance of the "Testing and Iteration" phase in reducing market failure.	BL5	CO3
Section C			
Answer any one question. Each carries 10 marks (1 x 10 = 10 Marks)			
16.	Elaborate on the "Economic Factors" (The Invisible Hand) and discuss how globalization and trade tensions reshape modern supply chain strategies.	BL6	CO2
17.	"Success in the current business landscape requires a harmonious blend of theoretical frameworks and practical case studies." Evaluate this statement with focus on Idea Management Systems.	BL5	CO4
CO : Course Outcome			
BL : Bloom's Taxonomy Levels (1 – Remember, 2 – Understand, 3 – Apply, 4 – Analyse, 5 – Evaluate, 6 – Create)			