

TB153660A

Reg. No: .....

Name: .....

**BMS DEGREE (C.B.C.S.S.) EXAMINATION OCTOBER 2016**  
**SEMESTER III – CORE COURSE (INTERNATIONAL BUSINESS)**  
**CO3B05TB – BRANDING, INNOVATION AND CREATIVITY**

**Time: Three Hours**

**Maximum Marks: 80**

**PART A**  
**(Short Answer Questions)**

**I. Answer any six questions. Each question carries 1 mark**

1. Define Marketing.
2. Do you think brands help the economy to adapt and grow? If so, how?
3. Define Consumer Activism.
4. What do you mean by Brand Equity?
5. What is Repertory Grid Analysis?
6. What is Strategic Innovation?

(6x1=6)

**PART B**  
**(Short Essay Questions)**

**II. Answer any seven questions. Each question carries 2 marks**

7. What is closed and open innovation?
8. What is Metaphorical thinking? Explain the process
9. What is Lotus blossom technique?
10. Explain the various concepts of branding.
11. What is meant by user driven innovation?
12. What is Piloting?
13. What is Co-creation?
14. Explain the types of creative intelligence
15. Innovation is a challenge in the service sector. How?
16. What are the benefits from an innovative culture?

(7x2=14)

**PART C**  
**(Essay Questions)**

**III. Answer any five questions. Each question carries 6 marks.**

17. Explain the Typology of Innovation
18. Explain Mind mapping with an example.
19. What is Strategic innovation? What are the various dimensions?
20. Explain Storyboarding in detail.
21. How does a marketer create customer focused ideas?
22. What is search and reapply technique?
23. Using technology is a cost-effective way to create brand awareness. Substantiate the statement with examples.
24. List out the common mistakes made by marketers in Brand positioning.

(5x6=30)

**PART D (Essay Questions)**

**IV. Answer any two questions. Each question carries 15 marks**

25. Explain the stages in the Innovation Management process.
26. Explain the components of a business model.
27. What is escapism technique? What are the various stages involved in this technique?
28. Explain the technique of development of innovation by William J. Gordan? What are the characteristics of the proposed model? What are some methods used in this technique?

(2x15=30)