

TB205595V

Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S.) EXAMINATION, NOVEMBER 2022
2020 ADMISSIONS REGULAR AND 2019, 2018 ADMISSIONS SUPPLEMENTARY
SEMESTER V - OPEN COURSE (BMS-IB)
MS5D01B18 - BRANDING, INNOVATION AND CREATIVITY

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. What is a metaphor? How does it help in lateral thinking?
2. Differentiate between analogy and forced analogy technique of creativity.
3. Differentiate between Product and Service Innovation with examples.
4. How is incremental innovation different from architectural innovation?
5. How does innovation help a firm?
6. What is a brand promise? Why is it important?
7. The Indian Governments 'Atma Nirbhar Bharat' drive is likely to trigger more innovation within India. Comment.
8. What is the purpose of having a POP, if differentiation is what makes a brand stand out?
9. What do you understand by a Perceptual Map?
10. Design thinking has become central to modern day innovations. Why?
11. Which are the hats to use in evaluating available alternatives?
12. Which is the most critical consumer segment in the diffusion of innovation? Why?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Specify an instance where a brand became a target of consumer activism
14. Share an example of how technology can speed up the innovation process.
15. Take two automobile brands and compare them on their brand promise
16. Use an example to explain how a Perceptual Map is used in positioning a brand.
17. Choose two personal care brands and differentiate based on their brand positioning.
18. Kotak 811 is a zero balance digital bank account where customers can earn upto 6% interest on their savings account balance. The uniqueness of this account is that, unlike other bank accounts that require document submission and verification, it can be opened online and does not involve any charges for digital transactions. This is an example of Disruptive Innovation in banking. Justify.
19. Take up the issue of 'road traffic snarls' in your city and represent the solutions using any creativity technique.
20. What are some of the salient features of innovation in a technology era?
21. Branding helps in creating brand equity. Justify using a relevant example.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Detail the process of brand positioning using an example from the corporate world.
23. Discuss an entrepreneurial start up in the lifestyle space that captured your attention recently. What are the

dimensions of innovation and creativity you observed in it?

24. What are the specific challenges that entrepreneurs face in the new normal? Give an example of how a business has handled his/her business well in the pandemic.
25. What are the types of positioning strategies that brands can adopt? Give examples to provide clarity.