

TB245334S

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Reg. No : .....

Name : .....

**BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, NOVEMBER 2024**

**2022 ADMISSIONS REGULAR**

**SEMESTER V - OPEN COURSE**

**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 are the essential qualities of creative people?
2. Differentiate between analogy and forced analogy technique of creativity.
3. Differentiate between brand and branding.
4. How does innovation help a firm?
5. How is modular innovation different from radical innovation?
6. Give an example of a 'radical innovation'. Substantiate your choice.
7. 'Synetics is a more robust technique than brain storming'. Comment.
8. What is the purpose of having a POP, if differentiation is what makes a brand stand out?
9. Competitor Positioning and Product class positioning are one and the same. Comment.
10. What are the five brand personality dimensions.
11. Differentiate between brand value and brand equity.
12. List down the five levels of a product.

**Part B**

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

**(6x5=30)**

13. Define brand extension. Share an example of a successful brand extension.
14. What are the key characteristics of Brainstorming as a creativity technique?
15. Differentiate blue and red ocean strategies with examples.
16. Introduce your favourite entrepreneur citing why you admire him/her.
17. Discuss the four approaches to business model innovation.
18. Discuss the elements of business model with an example.
19. Design Thinking is a non-linear process. Explain.
20. What are some of the salient features of innovation in a technology era?
21. 'The new normal in the pandemic world brings forth immense opportunities for innovators'. Substantiate with an example from the world of business.

**Part C**

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

**(2x15=30)**

22. Conceptualise a unique business opportunity you would you prefer to pursue, given a chance? How would you differentiate yourself from the competition (if any)?
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. Discuss the concept and process of Business Model Innovation. Why is it a less prevalent form of innovation?