

JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
FIFTH TRIMESTER (Batch 2023-25)
END TERM EXAMINATIONS, JANUARY 2025
REAPPEAR EXAM

Course Name	Technology and Innovation Strategy	Course Code	20708
Max. Time	2 hours	Max. Marks	40 MM

INSTRUCTIONS:

a. Answer **ALL** of the 4 questions below

b. Each questions carry equal marks and it is 10

- (a) **Categorize** an innovator's way to select a target customer? **Examine** benefit of developing a technology road map, henceforth the application? (CLO2)

(b) **Compare** traditional vs breakthrough innovations from the perspective of an established firm. **Discover** the key challenge faced by larger, established firms who wish to pursue breakthrough innovations? (CLO2)
- Facebook is a social-networking application that has over 1 billion users worldwide. Despite Facebook's dominance, competing networking applications such as the professional networking application LinkedIn appear to thrive. What might be the **explanation** for the ability of a smaller network such as LinkedIn to compete effectively with a much larger network such as Facebook? (CLO2)
- (a) **Develop** a comparative assessment charter for traditional vs open innovation. How and when should firms opt for them? (CLO3)

(a) **Elaborate** how the traditional competitive and blue ocean strategy differs in value innovation, which suits an ailing company and how. (CLO3)
- The product-market matrix distinguishes between incremental and radical innovation. **Estimate** the difference between these types of innovation and how organizations typically apply them across the product life cycle? Can you **formulate** some examples that fit each model and their workings? (CLO3)

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