

Roll No.
800 -/-30/20

N-240

January 2019

Master of Business Administration (MBA) Examination

(Full Time) (New) Third Semester

FT-304P : PRODUCT INNOVATION AND PLANNING

Time 3 Hours]

[Max. Marks 80

Note : Attempt any four questions out of six questions in Section A and Section B is compulsory.

Section A

1. Discuss steps involved in Product Planning Process and Product Strategy.
2. Write a detailed note on Testing Products and Critical Elements of Marketing Mix.
3. Explain any Scientific Stock Control Technique by giving suitable example.
4. From Automobile Product, select any one of your choice, show the detailed product life cycle and technology life cycle and explain in detail.
5. Write a detailed note on MRPII.
6. Write short note on any two of the following :
 - (a) Product Mix Decisions.
 - (b) Integrated Production Planning and Control.
 - (c) Scheduling Charts.

Section B

7. Read, analyze and answer the questions given at the end of the case :

WHY ELECTRIC CARS WILL BE HERE SOONER THAN YOU THINK

There are three sources that help bring about innovation according to Melissa A. Schilling. The three sources are Inventors, Entrepreneurs, and the Investors. Each element is crucial, without all three sources it is very difficult to create an innovative product. The inventor plays a critical part in the fundamental stages of the product. These stages include licensing, patenting, and pitching their idea to prospective entrepreneurs. Elon Musk is considered an inventor because he created the idea of building a company, Tesla Motors that produces affordable mass-market electric cars. This idea was unheard of at the time. Elon Musk is also considered an entrepreneur because he took on the risk of creating an innovative product and bringing it to the market. The entrepreneur is a vital part of bringing a product to the market because they play the crucial role of converting ideas into tangible products that help solve real-world problems. The problem Tesla Motors Inc. tackles in the article is that the demand for environmentally friendly vehicles is soaring. The current market only provides 100 miles worth of distance per charge, which is less than two-days' worth of driving for the average person. Elon Musk, through Tesla Motors, is risking the brand image of the company and a lot of money to continue to produce better quality vehicles with longer mileage per charge. In order to achieve these, the entrepreneur calls for the aid of an investor. The investor's role in production is financing the capital needed to produce the appropriate research and development needed to create the next generation of electric vehicles. For a business to succeed in the R&D phase, they need the appropriate capital so that the business can create

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competitive product. Investors play a crucial role as well because not only are they funding the project, they are creating competition among businesses which is also an important aspect of the creation of innovative products. Tesla Motors Inc. can reach out to many forms of investors such as public and private. Some private investors are wealthy individuals who seek out potentially innovative products with a high chance to succeed. Other investors like the government and everyday citizens via crowdsourcing are also great ways to fund projects. Elon Musk used the stock market to raise his capital. In June 2010 he launched Tesla Motors initial public and raised \$226 million dollars. In order for Elon Musk to have succeeded with his electric car venture, he needs to work hand-in-hand to ensure that his idea is adequately funded. <http://www.davvonline.com>

Questions :

1. Taking this case, differentiate, inventors, entrepreneurs and investors.
2. Analyze the present status of Tesla Motors in operations perspective.
3. "Can all innovative products be commercialized." Justify your stand.

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