

**IMSc CS Sem.-7 Examination
Innovation and Startup**

Time : 3.00 Hours]

December-2025

[Max.Marks : 35

Note:

1. Draw diagrams wherever necessary
2. Make assumptions wherever necessary

Q. 1 Answer/Define the following in short (any four)

[2 each]

- a. Innovation Discipline
- b. Customer Insights
- c. Innovation Strategy
- d. Jobs to-be-done
- e. Innovation Culture

Q.2 How does innovation differ from invention? Explain why innovation is necessary for individual firms and industries. Also, list the three essential components of innovation. [13]

OR

Q.2 What is the foundation of innovation? Name two cultural elements critical for innovation. Examine how foundations support scaling innovation. [13]

Q.3 What is the purpose of the innovation process model? Explain the 14-step model in sequence. [14]

OR

Q.3 Define innovation leadership. Discuss the role of leadership in enabling innovation culture. Also, examine leadership failures that destroyed innovation. [14]

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