



**BOWEN UNIVERSITY, IWO**  
College of Management and Social Sciences  
Business Administration Programme  
First Semester 2021/2022 Examination

<b>Level</b>	: 300
<b>Course Title</b>	: Innovations Management
<b>Course Code</b>	: BUS 307
<b>Instruction</b>	: Answer Question <b>ONE</b> and any other <b>THREE</b> Questions
<b>Time Allowed</b>	: 3 Hours
<b>Date</b>	: 15 <sup>th</sup> March, 2022

- 1a. *“Innovation management, or an innovation management system, is the process of managing new ideas, from ideation to taking action and making them become a reality”*. Justify this statement by mentioning the four distinct steps to this approach. **(10 Marks)**
- 1b. List and explain briefly the key Pillars of Innovations Management. **(15 Marks)**
2. State and explain the key success factors of Innovation Management. **(15 Marks)**
3. Identify and discuss the three processes of Innovation Management: **(15 Marks)**
4. Discuss the two types of metrics that are used for measuring Innovation Management. **(15 Marks)**
- 5a. Mention the various types of Innovation. **(3 Marks)**
- 5b. Explain any four of them. **(12 Marks)**
- 6a. List and explain the 4 stages of Innovation Management. **(8 Marks)**
- 6b. Mention the best practices for Innovation Management. **(7 Marks)**