**Innovation**

What is product innovation? (2 marks)

What is process innovation? (2 marks)

Explain 2 advantages of innovation. (6 marks)

Advantage 1:

Explanation:

Advantage 2:

Explanation:

Explain 2 disadvantages of innovation. (6 marks)

Disadvantage 1:

Explanation:

Disadvantage 2:

Explanation:



Analyse 1 advantage and 1 disadvantage to Unilever of rigorous research and development. (9 marks)

Advantage:

Evidence:

Analysis:

Disadvantage:

Evidence:

Analysis: