

**B.B.A. Part-I (Semester-I) Examination**

**BBA/104**

**CREATIVITY AND INNOVATION**

Time : Three Hours]

[Maximum Marks : 80

**N.B.:**—All questions are compulsory.

**SECTION—A**

I. Multiple choice questions :

- (1) A Business Idea is a concept that can be used for \_\_\_\_\_ gain.  
(a) Financial (b) Marketing  
(c) Establishing (d) Believable
- (2) Process to spot good ideas and drop poor ones is known as \_\_\_\_\_.  
(a) Idea Screening (b) Brain Storming  
(c) Managing Employees (d) Idea Execution
- (3) An idea for a possible product that company will offer is classified as \_\_\_\_\_.  
(a) Product Image (b) Product idea  
(c) Product Distribution (d) Product Brand
- (4) One of the first Philosophers to discuss the concept of idea in detail is \_\_\_\_\_.  
(a) Plato (b) Rene Descartes  
(c) John Locke (d) David Hume
- (5) The business center that offers working space and specialised support for new ventures is called \_\_\_\_\_.  
(a) Isolator (b) Injector  
(c) Incubator (d) Innovator
- (6) Incubators are often associated with \_\_\_\_\_.  
(a) Government (b) Public  
(c) State (d) Universities
- (7) Virtual Business Incubators focus on \_\_\_\_\_.  
(a) Industry (b) Medical device  
(c) Early Start-up (d) Online Business
- (8) Pre Incubation Support means \_\_\_\_\_.  
(a) Legal Advice (b) Marketing Close support  
(c) Research Support (d) Financial Support
- (9) \_\_\_\_\_ is not an innate quality of only few selected people.  
(a) Creativity (b) Profitability  
(c) Simplicity (d) Innovatory

- (10) \_\_\_\_\_ is the creative thinking technique used mainly for product improvement or modification.
- (a) Lotus Blossom (b) Checklist  
(c) Brain Storming (d) Story boarding
- (11) Negativity, judgement and fear are the \_\_\_\_\_ of creativity.
- (a) Factors (b) Aspects  
(c) Enemies (d) Results
- (12) Which of the following are not the characteristics of creative people ?
- (a) Openness (b) Originality  
(c) Highly Focused (d) None of the above
- (13) Innovation is related to, but not the same as \_\_\_\_\_.
- (a) Renovation (b) Invention  
(c) Imagination (d) Competition
- (14) The purchase of new technologies to replace older ones known as \_\_\_\_\_ is a part of innovation.
- (a) Technology Substitution (b) Technology Cycle  
(c) Technological Knock-out (d) Innovation stream
- (15) Over the long run only companies that succeed in building a sustained \_\_\_\_\_ will be successful.
- (a) Work Place (b) Growth  
(c) Competitive advantage (d) Business logic
- (16) Better and smarter way of doing anything is \_\_\_\_\_.
- (a) Idea Generation (b) Success  
(c) Innovation (d) Research
- (17) Act of making new or as if new is known as \_\_\_\_\_.
- (a) Creation (b) Innovation  
(c) Renovation (d) Incubation
- (18) Renovation is necessary to \_\_\_\_\_ in market.
- (a) Sustain (b) Encourage  
(c) Assist (d) All of these
- (19) Renovation is described as a series of \_\_\_\_\_.
- (a) Spontaneous Changes (b) Unplanned Changes  
(c) Planned Changes (d) No Changes
- (20) Nearly all technology cycles follow the typical \_\_\_\_\_ pattern of innovation.
- (a) W curve (b) U curve  
(c) S curve (d) V curve

1×20=20

**SECTION—B**

II. Short answer type questions (all questions are compulsory) :

1. (a) Explain the meaning of 'Idea'.

**OR**

(b) How is Idea Generated ?

2. (a) What is Business Incubation ?

**OR**

(b) Why are most of the incubators in India part of an educational organization ?

3. (a) Elaborate the meaning of creativity.

**OR**

(b) Explain the qualities of creative people.

4. (a) Explain the concept 'Maturity Life Cycle'.

**OR**

(b) Give at least four differences between creativity and innovation.

5. (a) Define Renovation.

**OR**

(b) What do you understand by communicating Innovation ?

4×5=20

**SECTION—C**

III. Long answer type questions (all questions are compulsory) :

1. (a) What are the critical issues identified during execution of idea and what are the solutions to those critical issues ?

**OR**

(b) Explain the characteristics of a promising business idea.

2. (a) Give the importance of Business incubators.

**OR**

(b) Explain the four phases of incubation with the key success factors.

3. (a) How to manage creative employees ?

**OR**

(b) How to create a creative Environment ?

4. (a) Discuss what makes an enterprise creative and innovative.

**OR**

(b) What are the reasons for resistance to change in organisations ? Elaborate the role of managers in change process.

5. (a) Discuss the need for Creativity, Innovation and Renovation.

**OR**

(b) Companies that want to sustain a competitive advantage must understand and protect themselves from the strategic threats of innovation. Discuss.

8×5=40

