

B.B.A. Part-I (Semester-I) Examination
BBA-104 : CREATIVITY AND INNOVATION

Time : Three Hours]

[Maximum Marks : 80

Note :— All sections and all questions are compulsory.

SECTION—A

Multiple choice questions. Only first answer will be assessed and allotted marks :—

1. New Product development starts with _____.

(a) Idea Screening	(b) Idea Generation
(c) Concept Development and Testing	(d) Marketing Strategy Development
2. USP means _____.

(a) Union Public Service	(b) Union of Sellers and Purchasers
(c) Unique Selling Point	(d) Unique Strength Presentation
3. A business Idea is a concept that can be used for _____ gain.

(a) Financial	(b) Marketing
(c) Establishing	(d) Believable
4. The _____ is a simple array in which experts compare an idea with a set of criteria.

(a) Evaluation Matrix	(b) Pass Fail Evaluation
(c) SWOT analysis	(d) Evaluator Prejudice
5. Virtual Business Incubators focus on _____.

(a) Industry	(b) Medical device
(c) Early start-up	(d) Online business
6. Pre Incubation support means _____.

(a) Legal advice	(b) Marketing chose support
(c) Research support	(d) Financial support
7. Incubators are often associated with _____.

(a) Government	(b) Public
(c) State	(d) Universities
8. Creativity techniques can be implemented by _____.

(a) Firms	(b) Public organizations
(c) None of (a) and (b)	(d) Both (a) and (b)
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. Playful culture, freedom to discuss ideas and long term horizon of an enterprise is conducive to promote _____ in an enterprise.
- (a) Creativity (b) Satisfaction
(c) Accountability (d) Leisure
12. _____ are at the heart of the spirit of enterprise.
- (a) Creativity and innovation (b) Innovation and renovation
(c) Idea generation and incubation (d) Incubation and creativity
13. _____ pattern of innovation is a pattern of technological innovation characterised by slow initial progress, then rapid progress and then slow progress again as a technology matures and reaches its limits.
- (a) S curve (b) U curve
(c) C curve (d) V curve
14. _____ is a cycle that begins with the birth of a new technology and ends when that technology reaches its limits and is replaced by a newer, substantially better technology.
- (a) Technology cycle (b) Innovation streams
(c) Discontinuous change (d) Flow
15. Better and smarter way of doing anything is _____.
- (a) Idea generation (b) Success
(c) Research (d) Innovation
16. _____ are formal project review points used to assess progress and performance.
- (a) Benchmarks (b) Milestones
(c) Reports (d) Results
17. Renovation can involve :
- (a) re-positioning a brand (b) re-staging a product's pricing
(c) changing a product's formulation (d) All the above
18. _____ requires individuals with creative characteristics who feel free from threat and pressure.
- (a) Innovation (b) Incubation
(c) Creativity (d) Renovation
19. _____ is the main prerequisite for innovation.
- (a) Creativity (b) Freedom
(c) Renovation (d) Communication
20. _____ is caused by self-interest, misunderstanding and distrust, and a general intolerance for change.
- (a) Resistance to change (b) Change forces
(c) Resistance forces (d) Change intervention

1×20=20

SECTION—B

Short answer type questions :—

1. (a) Discuss the various approaches to Idea generation.
OR
(b) What precautions should be taken while selecting any idea ? 4
2. (a) Explain the importance of incubators.
OR
(b) How does Business Incubator contribute in providing opportunities to develop Business relations ? 4
3. (a) Discuss the qualities of a creative person.
OR
(b) How to manage creative people ? 4
4. (a) Explain the concept 'Maturity life cycle'.
OR
(b) Explain 'Competitive advantage of innovation'. 4
5. (a) State at least two differences between innovation and renovation.
OR
(b) Define Renovation. 4

SECTION—C

Long answer type questions :—

1. (a) What are the characteristics of promising business idea ?
OR
(b) How ideas can be successfully converted into reality ? 8
2. (a) Explain the four phases of incubation with the key success factors.
OR
(b) How are incubators managed ? 8
3. (a) Discuss the components of creative work environments and challenges associated with them.
OR
(b) Comment on the statement that "creativity is a pre-requisite to work efficiently in teams". 8
4. (a) "Organizational decline : the risk of not changing", discuss and elaborate with one suitable example.
OR
(b) Elaborate the role of managers in change process. 8
5. (a) 'Innovation to win in India'. Discuss.
OR
(b) Discuss the role of champions in Renovation. 8