

AU-1529

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

Time : Three Hours]

[Maximum Marks : 80

Note :— All questions are compulsory.

SECTION—A

I. Multiple choice questions (1 mark each).

- (1) The _____ is a simple array in which experts compare an idea with a set of criteria.
- (a) Evaluation matrix (b) SWOT Analysis
(c) Pass-fail evaluation (d) Evaluator prejudice
- (2) The purpose of _____ is to generate large number of ideas.
- (a) Idea screening (b) Idea generation
(c) Concept development and testing (d) Marketing strategy development
- (3) USP means :
- (a) Union Public Service (b) Union of Sellers and Purchasers
(c) Unique Selling Point (d) Unique Strength Presentation
- (4) _____ is a group of individual creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.
- (a) SWOT analysis (b) Lotus Blossom
(c) Story boarding (d) Brainstorming
- (5) A _____ 's main goal is to produce successful firms that will leave the program financially viable and free-standing.
- (a) Business Incubator (b) Education Institute
(c) Sole Proprietor (d) Business Enterprise
- (6) _____ focus on early start ups.
- (a) Medical Incubator (b) Seed Accelerator
(c) Virtual Business Incubator (d) Public Incubator

- (7) Since start up companies lack many resources, experience and networks, _____ provide services which helps them get through initial hurdles in starting up a business.
- (a) Incubators (b) Banks
(c) Financing agencies (d) Friends
- (8) Creativity techniques can be implemented by :
- (a) Firms (b) Public Organisations
(c) None of (a) and (b) (d) Both (a) and (b)
- (9) During the _____ stage, the problem is investigated in all directions as the thinker readies the mental soil for sowing the seeds.
- (a) Preparation (b) Incubation
(c) Illumination (d) Verification
- (10) To have successful business it is essential to have employees who are satisfied and motivated. This is known as :
- (a) Analysing Trends
(b) Business Plan
(c) Managing Employoces
(d) Identifying sustaining competitive advantage
- (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) Bench marks (b) Milestones
(c) Reports (d) Results
- (17) _____ may be required for new business; but _____ is required for existing business.
- (a) Innovation ; creativity (b) Renovation ; innovation
(c) Innovation ; renovation (d) Creativity ; innovation
- (18) Renovation can involve :
- (a) Re-position a brand (b) Re-staging a product's price
(c) Changing a product's formulation (d) All of the above
- (19) Introducing a new product into the market is called :
- (a) Test marketing (b) Experimenting
(c) New product development (d) Commercialization
- (20) _____ is a period of slow growth as the product is introduced into the market. Profits are non-existent in this stage because of heavy-expenses of product introduction.
- (a) Growth (b) Product Development
(c) Maturity (d) Introduction

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SECTION—B

II. Short answer type questions (4 marks each).

- (1) Discuss the various approaches to generating ideas.

OR

What facts should be considered while selecting the idea ?

- (2) Give summarized benefit of incubation regarding offering space.

OR

Discuss the contribution of incubators providing opportunities to develop Business Relations.

- (3) How to keep creative people creative ?

OR

Elaborate the importance of creativity in teams.

- (4) Discuss at least one method that managers can use to better manage innovation.

OR

Explain competitive advantage of innovation.

- (5) Explain Renovation.

OR

Discuss the elements of innovation.

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SECTION—C

III. Long answer type questions (8 marks each).

- (1) Identify the various critical issues and give some creative solutions that are faced in execution of ideas.

OR

How ideas can be successfully converted into reality ?

- (2) How are incubators managed ?

OR

Discuss the role of creativity and innovation in any enterprise.

- (3) Discuss the components of creative work environments and challenges associated with them.

OR

What is organizational change ? Discuss the reasons and issues associated with managing change process.

- (4) "Organizational Decline : the risk of not changing". Discuss and elaborate with one suitable example.

OR

Elaborate maturity life cycle with suitable examples.

- (5) 'Innovating to win in India'. Discuss.

OR

Discuss the organizational constraints against innovation.

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