

B B A

AT - 1347

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

CREATIVITY AND INNOVATION

P. Pages : 11

Time : Three Hours]

[Max. Marks : 80

Note : All questions are compulsory.

SECTION A

I. Multiple Choice Questions :—

(1) New product development starts with———
—————.

- (a) Idea screening.
- (b) Idea Generation.
- (c) Concept development and testing.
- (d) Marketing strategy development.

(2) The first idea reducing stage is ——, which helps spot good ideas and drop poor ones as soon as possible.

- (a) Idea generation.

- (b) Idea screening.
 - (c) Idea development.
 - (d) Idea implementation.
- (3) Some* companies have installed a _____ that directs the flow of new ideas to a central point where they can be collected, reviewed and evaluated.
- (a) Idea management system.
 - (b) New product development team.
 - (c) Computer system.
 - (d) Satellite system.
- (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) The first incubator in the world is the _____ which opened in 1959.
- (a) Batavia Industrial centre.

- (b) Silicon valley.
 - (c) London.
 - (d) Toronto.
- (6) The venture's tenure in the incubator can come to an end under the following circumstances.
- (a) After a fixed time.
 - (b) In case of irresolvable disputes.
 - (c) When the start up receives sustaining funding.
 - (d) All the above.
- (7) Pre-incubation support includes :
- (a) Research.
 - (b) Technical support.
 - (c) Financial support.
 - (d) Advice.
- (8) _____ is a facility designed to assist business to become established and profitable.
- (a) Organisation.

- (b) Funding.
 - (c) Business incubators.
 - (d) Supervision
- (9) ————begins with a central core idea surrounded by eight empty boxes or circles.
- (a) Morphological analysis.
 - (b) Lotus Blossom.
 - (c) Story boarding.
 - (d) Brain storming.
- (10) Creativity is usually enhanced by giving people more ———— at work.
- (a) Freedom and flexibility.
 - (b) Pressure of time bound performance.
 - (c) Work and less pay.
 - (d) Management tasks.
- (11) The team leader should not be ———— to improve creativity in teams.
- (a) Pessimist.

- (b) Inspiring.
- (c) Facilitating.
- (d) Empowering.

(12) Main objectives of a creative thinking process is to :

- (a) Think beyond existing boundaries.
- (b) Awake curiosity.
- (c) Break away from rational, conventional ideas.
- (d) All the above.

(13) An innovation stream moves from one technology cycle to another through the process of_____.

- (a) Technological substitution.
- (b) Dominant design.
- (c) Transition management.

- (d) Organizational synergy.
- (14) Creative work environment means.
- (a) Art workplace.
 - (b) Where creative thoughts and ideas are welcomed and valued.
 - (c) Where organizational supervision is strict.
 - (d) Where there are impediments to creativity.
- (15) A _____ is an advantage gained over competitors by offering customers greater value, either through lower prices or by providing additional benefits and service that justify similar, or possibly higher prices.
- (a) Competitive advantage.
 - (b) Dominant design.
 - (c) Design competition.
 - (d) Incremental change.

(16) Process of comparing own products or services to leading firms practices to improve performance and quality is called ———.

- (a) Strategic analysis.
- (b) Corporate image analysis.
- (c) Bench marking.
- (d) Customer value analysis.

(17) Renovation can involve.

- (a) Reposition a brand.
- (b) Re-staging a product's in 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 pre-requisite 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. 20

SECTION B

- II. Short answer type questions (all questions are compulsory) :
1. Explain the concept 'Idea screening'.

OR

Identify and explain with solution any one critical issue during execution of idea.

2. What do you understand by Business Incubators?

OR

Explain the importance of Incubators.

3. Explicate 'Managing creative people'.

OR

Enlist major qualities of a creative person.

4. Discuss 'why not changing can lead to organizational decline' with one suitable example.

OR

Explain Technology maturity cycle.

5. Discuss atleast two differences between innovation and renovation.

OR

Discuss the importance of communicating innovation. 20

SECTION C

- III. Long Answer type questions (all questions are compulsory) :
1. How ideas can be successfully converted into reality?

OR

Discuss the process from identification of ideas to their implementations.

2. What are the important aspects of managing an incubator ?

OR

When does a firm exit an incubator ?

3. What measures can be taken to enhance creativity in teams ?

OR

Comment on the statement that creativity is pre-requisite to innovation and explain the creative process.

4. Define creativity and innovation. Distinguish between the two.

OR

Specify the components of sustainable competitive advantages and explain why it is important.

5. Discuss the role of creativity, innovation and renovation for the success of an enterprise.

OR

Elaborate the role of champions in Renovation.

40

