

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA (AM) – SEMESTER – 6 • EXAMINATION – WINTER- 2018

Subject Code: 4160502

Date: 29/11/2018

Subject Name: Creativity and Innovation

Time: 2:30 PM To 5:30 PM

Total Marks: 70

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

- Q.1 (a)** Discuss the need for creativity and innovation in organizations and differentiate between Creativity and innovation. **07**
- (b)** What is Innovation? Explain the various types of innovation? **07**
- Q.2 (a)** Explain in detail the barriers to innovation. **07**
- (b)** Discuss attitude towards lateral thinking in detail. **07**
- OR**
- (b)** Elaborate the Sentence “Mental Gym – The Way the Mind Works” **07**
- Q.3 (a)** What are the difference between Lateral and Vertical Thinking **07**
- (b)** Write short note on Creative exercises. **07**
- OR**
- Q.3 (a)** Explain how organization’s structure, strategy, people, and system affect implementation of innovation in detail. **07**
- (b)** Discuss the role of government in innovation. **07**
- Q.4 (a)** Discuss in brief Dynamic models of innovation. **07**
- (b)** Explain concept of transfer of innovation in detail. **07**
- OR**
- Q.4 (a)** What do you mean by sustaining profit? How firm use innovation for sustaining profit using different strategies? **07**
- (b)** Discuss strategic innovation process in detail. **07**
- Q.5 (a)** Explain in detail, How firm recognize the potential of an innovation. **07**
- (b)** Explain different methods of creativity in detail. **07**
- OR**
- Q.5 (a)** Explain financial entrepreneurial activities. **07**
- (b)** What are the factors that may influence or hamper the adoption of innovation? **07**
