Seat No.: _____ Enrolment No._____

GUJARAT TECHNOLOGICAL UNIVERSITY

MBA (AM) – SEMESTER – 6 EXAMINATIONS – SUMMER 2016

Subject Code: 4160502 **Date: 05-05-2016**

Subject Name: Creativity and Innovation

Time: 10.30am to 01.30pm **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)**	What is innovation? Discuss its driving force in organizations.	**07**
	(b)	Explain the various types of innovation with suitable example.	**07**
Q.2	**(a)**	Explain the various models of innovation.	**07**
	(b)	Explain innovation as a management process in detail.	**07**
		OR	
	(b)	What are the criteria for assessment of creativity and innovation?	**07**
Q.3	**(a)**	Describe the barriers of innovation.	**07**
	(b)	Why innovation is important in businesses?	**07**
		OR	
Q.3	**(a)**	Define Lateral Thinking. Explain characteristics of lateral thinking.	**07**
	(b)	What are the differences between Lateral and Vertical Thinking?	**07**
Q.4	**(a)**	Explain fundamentals of innovation.	**07**
	(b)	What do you mean by creative exercises? Explain various types of creative exercises.	**07**
		OR	
Q.4	**(a)**	Explain in brief sources of innovation in any business.	**07**
	(b)	Explain in detail globalization of innovation and its advantages.	**07**
Q.5	**(a)**	What are the factors that can recognize the potential of innovation?	**07**
	(b)	Define strategies for sustaining profits in an organization.	**07**
		OR	
Q.5	**(a)**	How to overcome roadblocks of the innovation decision in an organization?	**07**
	(b)	Elaborate the sources of finance for innovative entrepreneurships.	**07**

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