Enrolment No.____

GUJARAT TECHNOLOGICAL UNIVERSITY MAM - SEMESTER- VI • EXAMINATION – WINTER 2015

Subject Code: 4160502 Date: 01/12/2015 **Subject Name: Creativity and Innovation** Time: 02.30 PM TO 05.30 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. 07 (b) Describe in brief the three components of creativity. 07 0.2 (a) What is innovation? Discuss its driving forces. 07 (b) Distinguish creativity and innovation giving suitable examples. 07 OR (b) Explain the innovation process in detail. 07 (a) Explain how should creativity or innovation be assessed? 07 0.3 (b) Describe the barriers to innovation. 07 OR (a) Differentiate Lateral thinking from vertical thinking. 07 0.3 (b) Describe the nature of lateral thinking giving examples. 07 (a) Explain different techniques of lateral thinking with examples. 07 0.4 (b) How can one break the usual assumptions and generate new 07 alternatives? OR **0.4** (a) Explain the Models of innovation. 07 (b) What are the different sources of innovation? 07 (a) What are the different sources of finances available for an 07 0.5 entrepreneurial venture? (b) What are the factors that may influence or hamper the adoption of 07 innovation? OR (a) Explain the strategic innovation process in detail. 07 **O.5** (b) Write a note on "Role of Indian government in promoting 07 innovation."
