

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**
