

Seat No.: _____

Enrolment No. _____

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

Subject Code: 4160502

Date: 02-06-2015

Subject Name: Creativity & Innovation

Time: 10.30 am – 01.30 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) What is Innovation? Explain the various types of innovation? (7)
(B) Explain Innovation process? (7)

Q.2 (A) What are the barriers of Innovation? Explain with details (7)
(B) What are the criterion for assessment of creativity & innovation? (7)

OR

(B) Write a Short Note on Creativity Exercises (7)

Q.3 (A) Explain various techniques of Lateral Thinking. (7)
(B) What are the difference between Lateral and Vertical Thinking? (7)

OR

Q.3 (A) Explain Various Models of Innovation. (7)
(B) What do you mean by Sustaining Profits? Define Strategies for Sustaining Profits (7)

Q.4 (A) Explain transfer of Innovation (7)
(B) How Government can helpful for innovation? Discuss the role of government in innovation. (7)

OR

Q.4 (A) Explain with detail globalization of Innovations (7)
(B) Write a Short Note on Financing Entrepreneurial activities (7)

Q.5 (A) What is the need for Creative and Innovative thinking? (7)
(B) Explain the role of organization in Creativity. (7)

OR

Q.5 (A) Elaborate the Sentence “Mental Gym – The Way the Mind Works” (7)

Q.5 (B) Explain the nature of Lateral Thinking (7)