

19. (a) Explain the cultural attributes of change.

Or

(b) What are the factors determining the organizational change? Explain.

20. (a) Explain the garlic attributes of knowledge leader.

Or

(b) What are the strategies for determining organizational technological literacy? ,

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M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2013.

Fourth Semester

Business Administration

Elective — CREATIVITY AND INNOVATION
MANAGEMENT

(For those who joined in July 2008-2011)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL the questions.

1. What is meant by problem sensitivity?
2. Write a note on problem restructuring.
3. What is meant by ideating technique?
4. Define demolition technique.
5. Define benchmarking.
6. Define intrapreneurship.



Define planned change.

What is meant by strategic change?

What is mean by knowledge sourcing?

Define knowledge diffusion.

PART B — (5 × 5 = 25 marks)

Answer ALL questions choosing either (a) or (b).

(a) Explain the concept of essence creativity

Or

(b) Give the concept of essential existential creativity.

(a) What is meant by techniques of assumption variation? Explain.

Or

(b) What is meant by mutual stimulation and integration techniques?

(a) Explain the function techniques.

Or

(b) Explain the concept of creative management of operation.

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14 (a) What is corporate culture?

Or

(b) What are issues in culture change?

15 (a) What are the features of knowledge repository?

Or

(b) What are the types of knowledge?

PART C — (5 × 8 = 40 marks)

Answer ALL questions choosing either (a) or (b).

16 (a) What is meant by problem restructuring? Explain.

Or

(b) Discuss the various factors influencing the elaboration.

17. (a) Explain the various managerial roles in organization.

Or

(b) Explain the creative problem solving process.

18. (a) Explain the concept creative overloading.

Or

(b) What are the factors considered for knowledge discovery? Explain.

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