

(7 pages)

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M.B.A (CBCS) DEGREE EXAMINATION,
NOVEMBER 2020.

Third Semester

Business Administration

Elective — CREATIVITY AND INNOVATION
MANAGEMENT

(For those who joined in July 2016 and afterwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of the following describes the totality of the means people employ to accomplish desired tasks?
 - (a) Physical space
 - (b) Regulation
 - (c) Technology
 - (d) Raw material

2. Which of the following describes the process of drawing useful inferences from information that is available?
- (a) Data availability (b) Data processing
(c) Data mining (d) Information dating
3. Which of the following is not recommended for fostering organizational creativity?
- (a) Encourage new ideas
(b) Tolerate failure
(c) Encourage new ideas
(d) Provide general objectives
4. Which of the following exercises is designed to take participants minds away from the problem at hand?
- (a) Fluency exercises.
(b) Excursion exercises.
(c) Shake-up exercises
(d) Brainstorming.

5. Differentiation is the ability to provide superior value to a buyer or user in ways that are different from competitors. Which of the following is not one of the traditional advantages used to differentiate a product?
- (a) Availability of product or service.
 - (b) Product quality
 - (c) Price
 - (d) After-sale service
6. According to the textbook, which of the following terms is used to describe predicting the direction and impact of a new technology?
- (a) Technology prediction.
 - (b) Technology forecasting.
 - (c) Direction forecasting.
 - (d) Weather forecasting.
7. Which of the following is not a step in the process for planning a company's technology strategy?
- (a) Technology situation assessment.
 - (b) Technology portfolio development.
 - (c) Technology training.
 - (d) Setting technology investment priorities.

8. Which of the following is not a recommended guideline for motivating staff to deliver high quality work?
- (a) Taking the time demonstrate.
 - (b) Choosing a specific behaviour.
 - (c) Expecting perfection from workers.
 - (d) Allowing people to find their own ways of managing work.
9. Which of the following is not a mode of international technology transfer?
- (a) Joint ventures.
 - (b) Licensing
 - (c) Patents
 - (d) Industrial espionage
10. Which of the following describes a process where employees write down their ideas on slips of paper with no identification, exchange the slips and attempt to build on each other's ideas?
- (a) Mind mapping
 - (b) Brain writing
 - (c) Forced relationship
 - (d) Pattern breakers.

PART B — (5 × 5 = 25 marks)

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

Each answer should not exceed 250 words.

11. (a) Summarize the concepts of creativity and innovation.

Or

- (b) State the common characteristics of creative people and Innovators.

12. (a) Assess the principles of lateral thinking.

Or

- (b) Write a brief note on challenging assumption.

13. (a) Analyze the Imaginative strategic thinking.

Or

- (b) Outline the concept of creating the competitive difference.

14. (a) Generalize the concept of how to improve customer focus.

Or

- (b) Justify the sharing concept of creativity and innovation.

15. (a) What is meant by learning organization?

Or

- (b) Discuss about fostering knowledge and learning.

PART C — ($5 \times 8 = 40$ marks)

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

Each answer should not exceed 600 words.

16. (a) Explain in detail about the various steps to develop creativity.

Or

- (b) Discuss in detail about Competition barriers.

17. (a) Classify the various methods and techniques in creativity and innovation.

Or

- (b) Determine the steps involved in brainstorming process.

18. (a) Examine the process of the creative planning.

Or

- (b) Demonstrate the creative corporate restructuring.

19. (a) Formulate the factors influencing coping with change.

Or

- (b) Explain the following concepts in detail (in context of creativity).
(i) Focus on quality.
(ii) Focus on productivity.

20. (a) Evaluate the role of information technology in knowledge management.

Or

- (b) Analyze the knowledge management practices at leading companies.
