

[22]

SARDAR PATEL UNIVERSITY
F Y BBA (GENERAL) Examination, II-Semester
Thursday, 09/04/2015
Evening Session Time: 02:30 pm To 04:30pm
Course Code-(UM02CBBA09)
Subject – Management for Innovation

Total Marks: 60

- Q-1** **What do you mean by Innovation? Make a detail note on process of Innovation with suitable example.** **(15)**
- OR**
- Q-1** **Briefly explain the different models of innovation.** **(15)**
- Q-2** **Define Idea. Briefly explain the different sources of business idea.** **(15)**
- OR**
- Q-2** **Briefly examine the process of creativity in detail.** **(15)**
- Q-3** **Make a note on individual creativity techniques.** **(15)**
- OR**
- Q-3** **Make a detail note on.**
- A) Thinking Hat Method.** **(8)**
- B) Reverse Brainstorming.** **(7)**
- Q-4** **Make a detail note on.**
- A) Packaging Innovation.** **(8)**
- B) Requirement.** **(7)**
- OR**
- Q-4** **Make a detail note on.**
- A) Total Quality Management.** **(8)**
- B) Positioning Innovation.** **(7)**
