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Seat No.:

SARDAR PATEL UNIVERSITY

FY BBA (General) (II Semester) Examination

2016

Wednesday, 6th April

02:30 PM to 04:30 PM

Subject : Management for Innovation (UM02CBBA09)

Total Marks : 60

Q-1 Define 'Innovation'. Describe importance and principles of innovation. (15)

OR

Q-1 Explain process and models of innovation. (15)

Q-2 Discuss various sources of business idea and methods of generating new ideas. (15)

OR

Q-2 Describe process and hurdles of creativity. (15)

Q-3 Distinguish between traditional thinking and creative thinking. Also explain various techniques of individual creativity. (15)

OR

Q-3

[A] Discuss off the wall thinking technique. (08)

[B] Explain Brain storming and Reverse brainstorming as a group creative technique. (07)

Q-4 Discuss product innovation including packaging innovation and positioning innovation. (15)

OR

Q-4

[A] Discuss Business Process Reengineering and TQM as a type of process innovation. (10)

[B] Write a note on – Benchmarking (05)

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