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No. of Printed Pages: 01

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SARDAR PATEL UNIVERSITY
B.B.A. (ITM) (II Semester) (3 years) EXAMINATION
Wednesday, 6th April 2016
2.30 p.m. to 4.30 p.m.
MANAGEMENT FOR INNOVATION
(UM02EBBI04)

Maximum Marks: 60

- Q.1** What do we mean by term "Innovation"? Discuss the major principles of innovation with suitable examples. **15**
- OR**
- Q.1** Define the term "Innovation" and discuss its procedure and importance. **15**
- Q.2 A** Explain the process of creativity. **07**
- Q.2 B** Why creativity is important in generating new ideas? Discuss. **08**
- OR**
- Q.2** Clarify the concept of Business Idea and discuss in details various methods for generating new ideas. **15**
- Q.3** Write an elaborative note on Group Creative Techniques. **15**
- OR**
- Q.3** Write a note on: **05×03 = 15**
- 1) Traditional Thinking v/s Creative Thinking
 - 2) Meditation.
 - 3) Intuition and Doodling.
- Q.4** What is Product Innovation? Explain Packaging and Positioning Innovation in detail with suitable examples. **15**
- OR**
- Q.4 A** Clarify the concept and importance of Process Innovation. **08**
- Q.4 B** Write a note on Business Process Reengineering. **07**

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