

(54)

SEAT No. _____

No. of Printed Pages : 1

SARDAR PATEL UNIVERSITY

F Y BBA (General) (Semester- II) Examination

2018

Saturday, 7th April

02:00 P.M. to 04:00 P.M.

SUBJECT : Management for Innovation (UM02CBBA09)

Total Marks : 60

- Q-1 Describe importance and models of innovation. (15)
- OR**
- Q-1 Explain the concept of Innovation and Invention. Discuss process of Innovation. (15)
- Q-2 Discuss sources and methods of generating new business ideas. (15)
- OR**
- Q-2
- [A] Clarify the concept of Creativity. Describe process of creativity. (08)
- [B] Write a note on – Hurdles to Creativity (07)
- Q-3
- [A] Discuss various Individual Creativity Techniques. (10)
- [B] Explain the concept of creative thinking. Differentiate between Traditional Thinking and Creative Thinking. (05)
- OR**
- Q-3
- [A] State various group creativity techniques. Explain thinking hat method in detail. (10)
- [B] Write a note on – Brain Storming (05)
- Q-4
- [A] Discuss concept and principles of TQM. (09)
- [B] Write a note on – Business Process Re-engineering (06)
- OR**
- Q-4
- [A] Explain the concept of Product Innovation. Discuss Packaging innovation & Positioning Innovation. (09)
- [B] Write a note on – Benchmarking (06)