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SEAT No. _____

No of printed pages: 01

SARDAR PATEL UNIVERSITY
BBA (ITM) SEM: II
2018
SATURDAY, APRIL 7
02:00 P.M. to 04:00 P.M.
UM02EBBI04: MANAGEMENT FOR INNOVATION

Total Marks: 60

Note: Figures to the right indicate marks of question.

Q:1 What do you mean by term "Innovation"? Explain different models of innovation. **[15]**

OR

Q:1 What is innovation management? Discuss process of innovation in detail. **[15]**

Q:2 What is creativity? State the importance of creativity in idea generation. Also explain hurdles that affect creativity in business. **[15]**

OR

Q:2 List out sources of business idea. Discuss methods of generating new idea. **[15]**

Q:3 Explicate in detail group creativity techniques. **[15]**

OR

Q:3[A] What is creative thinking? Explain individual creativity techniques. **[10]**
[B] Differentiate between traditional thinking and creative thinking. **[05]**

Q:4 What is process innovation? Explain benchmarking and business process re-engineering (BPR) at length. **[15]**

OR

Q:4[A] What is TQM? Discuss guiding principles of TQM. **[10]**
[B] Write a brief note on: Product Innovation. **[05]**

