

(43/A-18)

SEAT NO. _____

No. of Printed Pages : 01 SC

Sardar Patel University
B.B.A. (General) (II Semester) (CBCS) Examination
Wednesday, 3rd April 2019
2.00 pm - 4.00 pm
UM02CBBA09: Management for Innovation

Total Marks : 60

Q.1	What is Innovation Management? Explain the Characteristics and Importance of Innovation.	(15)
	OR	
Q.1	Discuss the Process of Innovation in detail.	(15)
Q.2	What is Creativity? Explain the Importance of Creativity in Idea Generation.	(15)
	OR	
Q.2	What is Business Idea? Explain the various Methods of Generating New Ideas.	(15)
Q.3	Write a Note on: (a) Self Awareness (b) Intuition & Doodling	(15)
	OR	
Q.3	Write a Note on: (a) Brain Storming (b) Thinking Hat Method	(15)
Q.4	What is Product Innovation? Differentiate between Packaging and Positioning Innovation.	(15)
	OR	
Q.4	Write a Note on: (a) TQM (b) Benchmarking	(15)

①