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SARDAR PATEL UNIVERSITY
B.B.A. (General) (II Semester) (CBCS) Examination
Friday, 21st October 2016
2.00 pm - 4.00 pm

UM02CBBA09 : Management for Innovation

Total Marks: 60

- Q.1 Write on : (08)
(a) Importance & Process of Innovation.
(b) Linear model of Innovation. (07)

OR

- Q.1
(a) Principles of Innovation. (08)
(b) Simultaneous model of Innovation. (07)

- Q.2 Write on:
(a) Methods of Generating New ideas. (08)
(b) Concept and Process of Creativity. (07)

OR

- Q.2
(a) Importance and Hardles to creativity. (08)
(b) Concept and sources of Business ideas. (07)

- Q.3 Write on :
(a) Traditional V/s Creative Thinking. (08)
(b) Brainstorming and Reverse Brain Storming techniques for Individual Creativity. (07)

OR

- Q.3
(a) Individual Creativity techniques - any two. (08)
(b) OTW thinking & Thinking Hat method as Group creative techniques. (07)

- Q.4 Write on:
(a) Packaging & Positioning Innovation. (08)
(b) Total Quality Management : TQM (07)

OR

- Q.4
(a) Business Process Reengineering. (08)
(b) Product Innovation. (07)
