

Seat No.: \_\_\_\_\_

Enrolment No. \_\_\_\_\_

**GUJARAT TECHNOLOGICAL UNIVERSITY**  
**MBA(AM)- SEMESTER –6 • EXAMINATION – WINTER - 2016**

**Subject Code:4160502**

**Date: 21/10/2016**

**Subject Name: Creativity and Innovation**

**Time:10:30 am -1:30 pm**

**Total Marks: 70**

**Instructions:**

- 1. Attempt all questions.**
- 2. Make suitable assumptions wherever necessary.**
- 3. Figures to the right indicate full marks.**

- Q.1** (a) Explain the need of creativity and innovation in organization. **07**  
(b) State in detail the components of creativity. **07**
- Q.2** (a) Discuss the usefulness of individual and group creativity in organization. **07**  
(b) Explain the innovation process in detail. **07**
- OR**
- (b) Write short note on creativity exercise. **07**
- Q.3** (a) Differentiate lateral thinking and vertical thinking. **07**  
(b) Explain different techniques of lateral thinking with suitable example. **07**
- OR**
- Q.3** (a) Explain various models of innovation. **07**  
(b) What do you mean by sustaining profit? State in detail the strategies for sustaining profit. **07**
- Q.4** (a) Write detail short note on globalization of innovation. **07**  
(b) Explain financial entrepreneurial activities. **07**
- OR**
- Q.4** (a) Explain transfer of innovation. **07**  
(b) What is the role of innovation for emerging economics **07**
- Q.5** (a) Write detail note on “Role of government in promoting innovation.” **07**  
(b) Short note on strategic innovation process. **07**
- OR**
- Q.5** (a) How can one drop routine assumptions and generate new alternatives. **07**  
(b) Describe the nature of lateral thinking. **07**

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