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

## **GUJARAT TECHNOLOGICAL UNIVERSITY** MAM - SEMESTER- VI • EXAMINATION – SUMMER • 2015

Subject Code: 4160502	Date: 02-06-2015
Subject Name: Creativity & Innovation Time: 10.30 am – 01.30 pm Instructions: 1. Attempt all questions. 2. Make suitable assumptions wherever necessary. 3. Figures to the right indicate full marks.	Total Marks: 70
<ul><li>Q.1 (A) What is Innovation? Explain the various types of innovation?</li><li>(B) Explain Innovation process?</li></ul>	(7) (7)
Q.2 (A) What are the barriers of Innovation? Explain with details (B) What are the criterion for assessment of creativity & innovation OR	(7) ? (7)
(B) Write a Short Note on Creativity Exercises	(7)
<ul><li>Q.3 (A) Explain various techniques of Lateral Thinking.</li><li>(B) What are the difference between Lateral and Vertical Thinking? OR</li></ul>	(7) (7)
<ul><li>Q.3 (A) Explain Various Models of Innovation.</li><li>(B) What do you mean by Sustaining Profits? Define Strategies for S</li></ul>	(7) Sustaining Profits (7)
<ul><li>Q.4 (A) Explain transfer of Innovation</li><li>(B) How Government can helpful for innovation? Discuss the role o innovation.</li></ul>	(7) of government in (7)
OR OR	
<ul><li>Q.4 (A) Explain with detail globalization of Innovations</li><li>(B) Write a Short Note on Financing Entrepreneurial activities</li></ul>	(7) (7)
<ul><li>Q.5 (A) What is the need for Creative and Innovative thinking?</li><li>(B) Explain the role of organization in Creativity.</li><li>OR</li></ul>	(7) (7)
Q.5 (A) Elaborate the Sentence "Mental Gym – The Way the Mind Work Q.5 (B) Explain the nature of Lateral Thinking	(7) (7)