Seat No.:	Enrolment No

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

Subject Name: Creativity and Innovation			Total Marks: 70	
		0:30 am -1:30 pm Total Marks:		
1115	1. 2. 3.	Attempt all questions. Make suitable assumptions wherever necessary. Figures to the right indicate full marks.		
Q.1	(a) (b)	Explain the need of creativity and innovation in organization. State in detail the components of creativity.	07 07	
Q.2	(a) (b)	Discuss the usefulness of individual and group creativity in organization. Explain the innovation process in detail.	07 07	
	(b)	OR Write short note on creativity exercise.	07	
Q.3	(a) (b)	Differentiate lateral thinking and vertical thinking. Explain different techniques of lateral thinking with suitable example. OR	07 07	
Q.3	(a) (b)	Explain various models of innovation. What do you mean by sustaining profit? State in detail the strategies for sustaining profit.	07 07	
Q.4	(a) (b)	Write detail short note on globalization of innovation. Explain financial entrepreneurial activities. OR	07 07	
Q.4	(a) (b)	Explain transfer of innovation. What is the role of innovation for emerging economics	07 07	
Q.5	(a) (b)	Write detail note on "Role of government in promoting innovation." Short note on strategic innovation process. OR	07 07	
Q.5	(a) (b)	How can one drop routine assumptions and generate new alternatives. Describe the nature of lateral thinking.	07 07	
