

Reg. No. _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

SIXTH TRIMESTER MBA DEGREE EXAMINATION APRIL 2019

HR-T6-13 MANAGEMENT OF CREATIVITY

Max. Marks: 60

Duration: 3 Hours

Part A**Answer all questions. Each questions carries 2 marks****Write short notes on:**

- 1.Creativity
- 2.Ideation
- 3.Outrageous Thinking
- 4.Contradictions Matrix
- 5.Types of IP rights

(5x2 marks = 10 marks)

Part B**Answer any 3 questions. Each question carries 10 marks**

6. (a) People with a positive attitude are happier, more resilient, better decision-makers, and perform at a higher level than those with a negative attitude. How to create and maintain positive attitude? (6 Marks)
(b)Steps for creative problem solving. (4 Marks)
7. How to recognize and exploit business opportunities?
8. (a) Sources of Innovative Opportunity.(6 Marks)
(b) Briefly explain the factors that influences business opportunity identification. (4 Marks)
9. (a) How to Use Brain writing for Rapid Idea Generation?(5 Marks)
(b) What are the Ideation Methods to Spark Innovative Ideas ?(5 Marks)
10. (a) Explain basic TRIZ process.(6 Marks)
(b)Explain the fundamentals of TRIZ .(4 Marks)

(3x10 marks =30 Marks)

Part C

Compulsory question, the question carries 20 marks

11. TheTechno park management is looking at whether they should construct a new building. The amount of available vacant office space is coming down and economy is doing well. As part of their decision making process, they decided to use the “Six Thinking Hats” during the meeting.

1. What do you think is the outcome of the meeting? (10 Marks)
2. What will be the outcome if “Brain Storming method” is used? (10 Marks)