

Reg. No. _____

Name _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
SIXTH TRIMESTER MBA DEGREE EXAMINATION(S) FEBRUARY 2020

Course code:HR-T6-13

Course Name: MANAGEMENT OF CREATIVITY

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

Write short notes on:

1. Lateral thinking
2. Ideal Final Result
3. Systematical logical Thinking
4. Decision making
5. Unfair Competition

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. What is problem solving and explain the role of creativity in problem solving.
7. Compare and contrast the discovery view and creation view with respect to opportunity.
8. Explain the Sources and factors influencing Innovative Opportunity.
9. Discuss the patterns of technology evolution.
10. Explain Problem-Solving Using Cause and Effect Diagram

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

11. Suppose you are appointed as the creative head of a new generation company which deals with HR consultancy in the international level. How will you recognize the business opportunities for your organization? Also discuss the factors revealing those opportunities. (20 marks)