

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY

Sixth trimester MBA examinations (S), October 2020

Course Code: HRT613**Course Name: MANAGEMENT OF CREATIVITY**

Max. Marks: 60

Duration: 3 Hours

PART A*Answer all questions. Each question carries 2 marks.*

		Marks
1	Brain storming	(2)
2	Intellectual Property Right	(2)
3	Eight Dimensional Approach	(2)
4	Creativity Styles	(2)
5	Mind Simulation Techniques	(2)

PART B*Answer any three questions. Each question carries 10 marks.*

6	Edward de Bono's "Six Thinking Hats" is a thinking process in a detailed and cohesive way. Do you think that it can be used effectively in problem solving? Explain the importance of each hat?	(10)
7	Explain SCAMPER methods?	(10)
8	Elucidate the development of ideas in history and the factors influencing ideation?	(10)
9	The creation view is based on Effectuation logic, explain the principles of it?	(10)
10	If you are appointed as the creative head of an IT company which deals with an airline software. How will you recognise the business opportunity for your company?	(10)

PART C*Compulsory Question. The question carries 20 marks.*

11	Explain the TRIZ process, Cause Effect Chain Diagram and 40 Inventive principles to resolve technical contradictions?	(20)
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