

Reg No.: _____

Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
Fourth Semester MBA Degree Examination June 2022 (2020 scheme)

Course Code: 20MBA214

Course Name: Management of Creativity and Innovation

Max. Marks: 60

Duration: 3 Hours

PART A

Answer all questions. Each question carries 2 marks

Marks

- | | | |
|---|---|-----|
| 1 | Write the difference between the 3 concepts | (2) |
| | 1) Creativity | |
| | 2) Innovation | |
| | 3) Invention | |
| 2 | Comment on the blocks to creativity | (2) |
| 3 | Explain SCAMPER in detail | (2) |
| 4 | Why mind maps are better than text notes? | (2) |
| 5 | What do you mean by focused thinking framework? | (2) |

PART B

Answer any 3 questions. Each question carries 10 marks

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|----|--|------|
| 6 | What are the stages of creative process? | (10) |
| 7 | Analyse linkages between ideas and opportunities. | (10) |
| 8 | Prepare the TRIZ framework in real life situation. | (10) |
| 9 | The creation view of opportunities is based on Saras Sarasvathys' Effectuation model. Elaborate on its principles. | (10) |
| 10 | a) What is the relevance of ethical consideration in a business? | (5) |
| | b) Elaborate on Reasoned arguments and Assumptions? | (5) |

PART C

Compulsory question. This question carries 20 marks

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|----|---|------|
| 11 | a) "A coffee house (let's call them 'coffee stop') is getting a growing number of complaints from customers as they are having to wait too long for their coffee." Solve using the "Six Thinking Hats" model in the meeting to bring out new creative ideas. Elucidate about this creative technique. | (10) |
|----|---|------|

b) Explain the term with suitable example.

(10)

1. Patents
2. Copyrights
3. Trademarks
4. Trade Secret
5. Unfair Competition.
