

**VPM's**  
**DR VN BRIMS, Thane**  
**Programme: MMS (2014-16)**  
**Forth Semester Examination April 2016**

<b>Subject</b>	<b>Creativity &amp; Innovation (Common Subject for all streams)</b>		
<b>Roll No.</b>		<b>Marks</b>	<b>60 Marks</b>
<b>Total No. of Questions</b>	<b>7</b>	<b>Duration</b>	<b>3 Hours</b>
<b>Total No. of printed pages</b>	<b>2</b>	<b>Date</b>	<b>06.04.2016</b>

**Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.**

**Q1) 20 Marks (Compulsory)**

**CASE**

You work as a consultant. Your current assignment is to advise a large, traditional manufacturing firm whose products are facing obsolescence. Your initial audit of the company highlights a failure to innovate over many years.

**Questions**

1. Briefly outline the reasons why large organisations often struggle to innovate. **(5 marks)**.
2. You have been asked to prepare a presentation to the manufacturing company's senior management suggesting ways in which the company could become more innovative. Provide a report which explains the points that you would cover in your presentation. Your report should be in continuous prose, using a report format (headed paragraphs). **(15 marks)**

**Attempt Any FOUR from the Remaining SIX Questions**

**Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) What is creativity?
- b) What is the difference between creativity and innovation?
- c) Explain the various steps in critical problem solving?

**Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) According to Drucker what are the sources of innovation impulses? Explain the same.
- b) How is the environment for creativity of team created in an organisation?
- c) What is definition and characteristics of lateral thinking?

**Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Is creativity a strategic priority for an organisation? Reason out your answer.
- b) How to use the six hat tool? Explain giving one example on the usage of hats.
- c) What is the difference between traditional and strategic innovation approach?

**Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Can creativity be trained?
- b) Discuss Graham Wallas's creative thinking process model of Preparation, Incubation, Illumination, Verification giving suitable examples.
- c) What is problem solving? Discuss problem solving process.

**Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) Describe the barriers to creativity.
- b) What are the characteristics of creative Leaders?
- c) How are breakthrough innovators groomed?

**Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks**

- a) How is culture of creativity build in an organisation?
- b) What are various types of Innovations?
- c) What is the entrepreneur's secret for creating value in the marketplace?