

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2015-17)
Second Trimester Examination Jan- Feb 2016

Subject	Creativity & Innovation		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	06/02/2016

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

Q1) 20 Marks (Compulsory)

For each of the following, choose the answer that *most completely* answers the question.

The Government Job

Dinesh was getting accustomed to his surroundings in state government. His efforts at getting people to accept change had met with little resistance due to his and the new director's efforts as well as the hard work of his subordinates. But now the hard part really started—actually managing the change. What techniques could he and his agency's new director employ to most effectively implement changes that would result in increased productivity in his department? He considered changing three aspects of his agency: the structure, the technology, and the people.

1. If the new agency director decided to remove layers in the agency and increase the span of managerial control, this would be considered changing the _____.
 - a. structural design
 - b. selection process
 - c. degree of centralization
 - d. structural components
2. If Dinesh decided to replace some employee work time with a telephone menu system, this would be considered changing the _____.
 - a. organizational structure
 - b. technology
 - c. people
 - d. organizational development
3. If Dinesh wanted to make structural changes to increase innovation in his agency Dinesh could take actions such as _____.
 - a. increasing acceptance of ambiguity
 - b. encouraging tolerance of the impractical
 - c. focusing on ends rather than means
 - d. establishing committees to ensure frequent inter unit communication
4. Finally, Dinesh decided his people could benefit from _____, a method of changing behaviour through unstructured group interaction.
 - a. survey feedback
 - b. sensitivity training
 - c. team building
 - d. intergroup development

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Does it make sense to implement an innovative structure in an organisation?
- b) Is Innovation accidental or can be planned?
- c) Describe the Innovation Process.

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

- a) Can creativity be trained?
- b) What are the biggest barriers to creativity at work?
- c) Distinguish between Creativity and Innovation

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

- a) Discuss the role of Creativity in Innovation. Give suitable examples.
- b) What is Six hat thinking? Explain
- c) “It is better to have enough ideas for some of them to be wrong, than to be always right by having no ideas at all.” — Edward de Bono. Describe the screening of ideas while innovating.

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

- a) Do you believe that creativity and genius go hand in hand?
- b) What are the various sources of creative ideas?
- c) What are the different ways to think? Give examples of each.

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

- a) Why do we need Group creativity?
- b) Distinguish between incremental and radical innovations.
- c) Describe various levels of conventional thinking

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

- a) Explain the techniques which help for problem solving during creativity and innovation procedures.
- b) What is the best way to disrupt a market?
- c) What is disruptive innovation?

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