

VPM's
DR VN BRIMS, Thane
Programme: PGDM (2017-19)
Second Trimester Examination Oct - Dec 2017

Subject	Creativity & Innovation		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	3	Date	23.12.2017

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

Q1) 20 Marks (Compulsory)

Six Thinking Hats Story Board

From the below Story Board identify which colour hat said the statements mentioned.
 Re-write the statements mentioned below in the answer sheet and fill in the blank

SoLoMoFoo

_____ Hat

- Users will be happy, and not as hungry!

_____ Hat

- Hard to monetize.
- Is there already a system in place for this?
- What works? What are the benefits?
- It won't be hard to make!
- How does this make us feel? How will customers feel?
- It feels good to help make people happy!
- What doesn't work? What could go wrong?
- It could be not many people use it.

_____ Hat

- No more wasted food!
- No more hangry coworkers!

_____ Hat

- What about an app that sends users notifications whenever there is food to share?
- What do we know? What does this tell us?
- There is an opportunity to exchange information between people who are bringing in food and those who want to eat it.
- How do we approach this problem? What are the ground rules?
- What are some alternatives? How can we innovate?
- It could also let users report when they bring in free food or have leftovers from meetings.

_____ Hat

- Let's see if we can think of a way to connect the food with the people!
- We can spend half an hour on brainstorming, and then an hour on discussion. If we have a really good idea, we'll take a half hour to discuss it and then table the matter for a week.

_____ Hat

- Not everyone knows when and where free food is available in the office.

Attempt Any FOUR from the Remaining SIX Questions

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

- a) Is Innovation and creativity interrelated? Explain with examples
- b) What are the effectiveness criteria for Innovation process?
- c) Explain various stages of the creative process.

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

- a) What are the myths about creativity?
- b) What is closed Innovation? Give examples
- c) Why is it necessary to measure creativity?

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

- a) What factors contribute to creative efficiency?
- b) What is divergent thinking? Explain giving examples
- c) What are the limitations to Rational Problem solving model?

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

- a) What is disruptive Innovation? Explain with example.
- b) Explain steps to creative visualisation
- c) Explain the traits of Right brained creative thinkers.

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

- a) What are the different tools for creating new ideas? Explain each tool.
- b) Explain Innovation Funnel. Explain giving example, its usage in context of an Organisation
- c) What is convergent thinking? Explain giving examples

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

- a) Explain stepwise creative Problem solving
- b) What are the concerns in measuring creativity?
- c) What is open Innovation? Give Examples