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

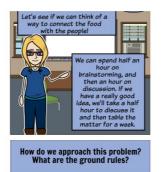
Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

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







What are some alternatives? How can we innovate?

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.

