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SARDAR PATEL UNIVERSITY
B.B.A. (ITM) (II Semester) (3 years) EXAMINATION
Wednesday, 6th April 2016
2.30 p.m. to 4.30 p.m.
MANAGEMENT FOR INNOVATION
(UM02EBBI04)

Maximum Marks: 60

Q.1 What do we mean by term "Innovation"? Discuss the major principles of innovation with suitable examples. **15**

OR

Q.1 Define the term "Innovation" and discuss its procedure and importance. **15**

Q.2 A Explain the process of creativity. **07**

Q.2 B Why creativity is important in generating new ideas? Discuss. **08**

OR

Q.2 Clarify the concept of Business Idea and discuss in details various methods for generating new ideas. **15**

Q.3 Write an elaborative note on Group Creative Techniques. **15**

OR

Q.3 Write a note on: **05×03 = 15**
1) Traditional Thinking v/s Creative Thinking
2) Meditation.
3) Intuition and Doodling.

Q.4 What is Product Innovation? Explain Packaging and Positioning Innovation in detail with suitable examples. **15**

OR

Q.4 A Clarify the concept and importance of Process Innovation. **08**

Q.4 B Write a note on Business Process Reengineering. **07**

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