



Institute of Management
JK Lakshmipat University
Jaipur



END TERM EXAMINATION, 2015

BBA Sem-III
MM: 50 Marks

Course: Creativity & Innovation
Time: 3 Hours
Subject code: BBA306

Instructions:

1. Attempt any three questions from Section A.
2. Section B is compulsory.

Section A

Q1. Why is creativity an important aspect of business and organisation? Explain the major issues faced by the manager in encouraging creativity in the organisation and supporting creative people in order to improve performance. (10marks)

Q2. An organization cannot think of success, growth and efficiency without creativity and innovation. What technique would you apply to generate creative ideas? Explain. (10 marks)

Q3. Explain in detail the various steps of creative process. Which steps in the creative process are the most important ones? Can creativity be stopped if any of these steps are not followed through? Justify. (10marks)

Q4. Elucidate the power tools for innovation? You are a manager in the firm, what steps would you take to encourage creativity in the organization? (10marks)

Q5. Explain innovation and its link with creativity? What are the various dimensions of innovation? (10marks)

Section B (20marks)

Q6. Develop a business proposal for commercializing an innovative product or process. It must be for either a startup, or expansion of an existing business. Integrate management, key personnel, marketing and financial strategies relating to this product or process. (10marks)

Q7. The CEO of the organization, A small manufacturing company, has been complaining that sales are stagnant. A key problem you discover is that the market for the products your firm makes is fully developed and off course, the products are not very exciting. No one seems to care about doing anything innovative. Instead, the employees seem more interested in doing things the way they have always done in the past. (10 marks)

1. What do you recommend should be done to enhance the creativity of the company's employees?
2. What should be done to help make the company's product more innovative?