

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

SET A

**SCHOOL OF MANAGEMENT
END TERM EXAMINATION - JAN 2024**

Semester : Semester III - 2022

Course Code : BBA2007

Course Name : Innovation and Creativity in Business

Program : BBA

Date : 03-JAN-2024

Time : 1:00 PM - 4:00 PM

Max Marks : 100

Weightage : 50%

Instructions:

- (i) Read all questions carefully and answer accordingly.
- (ii) Question paper consists of 3 parts.
- (iii) Scientific and non-programmable calculator are permitted.
- (iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS

5 X 2M = 10M

1. Define the term ' Responsible Innovation'
(CO2) [Knowledge]
2. Identify the term 'Innovation as a system'.
(CO3) [Knowledge]
3. List out the different idea generation technique.
(CO3) [Knowledge]
4. Describe "SCAMPER" technique for idea generation.
(CO4) [Knowledge]
5. Define responsible creativity.
(CO5) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

5 X 10M = 50M

6. Brainstorming is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions.Explain the concept of brainstorming from the above statement.
(CO2) [Comprehension]

7. Differentiate between incremental and radical innovation, providing examples of each. Discuss the advantages and challenges associated with both types of innovation.

(CO3) [Comprehension]

8. Explain the process of idea generation, highlighting key techniques and strategies for fostering creativity and innovation. Provide examples of successful idea generation in different industries.

(CO4) [Comprehension]

9. Designing an innovative business model is an ongoing process that requires continuous evaluation and adaptation. By addressing these questions, you can create a robust foundation for your business and increase the likelihood of long-term success. Paraphrase the above statement with suitable examples

(CO5) [Comprehension]

10. Explain the concept of responsible innovation, examining its key principles, benefits, and challenges. Provide real-world examples of companies or industries that have successfully embraced responsible innovation

(CO5) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 20M = 40M

11. Imagine a creative team working together to develop a groundbreaking advertising campaign for a new product. They've been tasked with coming up with a unique and attention-grabbing concept. After they present their ideas to the client, some members of the team receive high praise for their creativity, while others do not receive the same level of recognition. Now, consider the attribution theory of creativity in this scenario.

1. The attribution theory of creativity help us understand team members attribute the success or lack of success to their creative ideas? Explain this statement.

2. Paraphrase the key concepts of attribution theory in this context.

(CO4) [Application]

12. A) Innovation is a key driver of differentiation. How does your value proposition reflect innovation, and what unique features or attributes make it stand out from conventional alternatives? Interpret the above statement.

B) A strong value proposition is centered around customer needs. Illustrate this statement

(CO5) [Application]