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**Presidency University**

**Bengaluru**

**SCHOOL OF MANAGEMENT**

**Make-Up Examinations, July 2024**

**Semester**: III

**Course Code**: BBA2007

**Course Name**: Innovation & Creativity in Business

**Program**: BBA

**Date**: 03 / 07 / 2024

**Time**: 9:30 AM to 12:30 PM

**Max Marks**: 100

**Weightage**: 50%

**Instructions:**

1. *Read the all questions carefully and answer accordingly.*
2. *Question paper consists of three parts.*
3. *Scientific and Non Programable Calculators are Permitted.*
4. *Do not write any information on the question paper other than roll number.*

**Part A**

**Answer any FIVE Questions. (5 Q x 2 M = 10 M)**

1. The Myths of Creativity, helps demystify the forces and processes that drive innovation. Define Eureka myth (C.O.No.1) [Knowledge level]

2. Describe Skill Variety under the job enrichment (C.O.No.2-) [Knowledge level]

3. Define Radical Innovation under Process innovation (C.O.No.3) [Knowledge level]

4. Define Empathetic design under the Innovation concept (C.O.No.4) [Knowledge level]

5. Define recognizing opportunities under moving to market (C.O.No.5) [Knowledge level]

6. Most people might ignore the aspects of creativity and what it can offer. Explain creativity in your own words. (C.O.No.1) [Comprehension level]

7. Discuss the process of business plan concept under the stage gate process. (C.O.No.5) [Comprehension level]

**Part B**

**Answer any FIVE Questions. (5 Q x 10 M = 50 M)**

8. In a rapidly changing world, creativity is important for people and society on many levels – it can help to generate personal satisfaction and be important for economic development. Generalize the importance of creativity in an organization. (C.O.No.1) [Comprehension Level]

9. Eddy is living on the 30th floor of a high-rise building uses the elevator every day. Joan hates using the stairs, so he always catches the elevator all the way down to the ground level. However, when returning home, he usually gets out on the 24th floor and walks up the remaining stairs. Discuss the concept of Vertical thinking and its importance that Joan has followed in this situation. (C.O.No.2) [Comprehension level]

10. Innovation is a key growth. Companies recognize this and they are doing their best to bring new product to the market. Summarize the four stages of the innovation management. (C.O.No.3) [Comprehension level]

11. Many companies like Blinkit, Amazon, and Fresh to home identify the needs that the customers themselves may not recognize. Explain, how designers develop the ways to meet those needs, even in the course of extensive market research. (C.O.No.4) [Comprehension level]

12. Evaluate ideas, optimize innovation portfolios this is how you get your business on the road to the top. Describe the eight stages of the rough business evaluation for the innovation. (C.O.No.5) [Comprehension level]

13. Creativity is a cognitive empirical process from which an original product emerges or it is ability of multidimensional human attributes differently distributed among people. Classify the three components of creativity (C.O.No.1) [Comprehension level]

14. For one thing, there’s a lot more to creativity than thinking. It’s possible to sit around having lots of creative thoughts, but without actually making anything of them. Review the five types of creative thinking (C.O.No.2) [Comprehension level]

**Part C**

**Answer any TWO Questions. (2 Q x 20 M = 40 M)**

15.Handling Conflicts in groups is an herculean task. Bringing a group of passionate, talented individuals together to work on a common goal is the goal of every leader. But even the best teams in the world can disagree! While different perspectives are vital to the success of any business, without effective conflict management, those differences of opinion can fester and breed resentment. Illustrate the three level of sources of conflict that is commonly identified in an organization (C.O.No.2) [Application level]

16. Innovative profit models find a fresh way to convert a firm’s offerings and other sources of value into cash. Great ones reflect a deep understanding of what customers and users actually cherish and where new revenue or pricing opportunities might lie. Examine the types of innovation under product, service and Process (C.O.No.3) [Application level]

17. As described by Dorothy Leonard and Jeffrey Rayport, Illustrate the empathetic design in a five-step process (C.O.No.4) [Application level]