

Chapter # 04

"Creativity & Business Ideas"

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Short Questions:

1. Trend:

- ⇒ A general direction in which something is developing or changing.
- ⇒ The subject of many posts on social media website or application within a short period of time.

3. Focus Groups:

- ⇒ A focused group is a gathering of deliberately selected people who participate in a planned discussion intended to elicit consumer perceptions about a particular topic or area of interest in an environment that is non-threatening & receptive.

5. Brainwriting:

- ⇒ Brainwriting is a technique similar to the Brainstorming and Trigger Sessions.
- ⇒ There are many varieties, but the general process is that all ideas are recorded by the individual who thought of them.

(2)

⇒ They are then passed on to the next person who uses them as a trigger for their own ideas.

5. Brainstorming:

⇒ Brainstorming is a group creativity technique by which efforts are made to find a conclusion for a specific problem by gathering a list of ideas spontaneously contributed by its members.

⇒ BS rules:

- Immediately get everyone involved.
- Put limitations on the brainstorming sessions.
- Shoot down ideas right away.
- Focus on the quality of ideas.
- Limit the ideation to one brainstorming session.

8. Reverse Brainstorming:

⇒ Reverse Brainstorming is a technique that builds on our natural ability to more easily see problems than solutions.

Identify the problem → Reverse the problem → Collect ideas
Evaluate Solutions ← Reverse the ideas

9. Gordon Method:

- ⇒ Methode for developing new ideas when the individuals are unaware of the problem.
- ⇒ Solutions are not clouded by preconceived ideas & behavioural patterns.

11. Checklist Method:

- ⇒ Developing a new idea through a list of related issues.

10. Free Association:

- ⇒ Developing a new idea through a chain of word associations.

13. Classification of New Product:

- ⇒ New to the world products.
- ⇒ "New to the firm" products.
- ⇒ Product line additions.
- ⇒ Product improvements.
- ⇒ Repositionings.

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12.

Big Dream Approach:

- ⇒ The Big dream approach requires the entrepreneur to dream about the problem & its solution, thinking big.
- ⇒ Ideas should be conceptualized without any constraints.

14.

(a) Continuous Innovation:

- ⇒ An iterative process of incorporating both modest, incremental, and radical revolutionary improvements in processes, product designs, services and technologies.
- ⇒ Has least disruptive influence on established patterns.

(b) Discontinuous Innovations:

- ⇒ New technology applied to solve an existing need in a new way.
- ⇒ To adopt new behaviour patterns. e.g. Airplanes, radios, TV's, automobiles

(c) Dynamically Continuous Innovation:

- ⇒ Innovation is more disruptive than continuous innovation but still does not alter established behaviour patterns. e.g. Digital Cameras, MP3 players, USB drives.