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B.Tech DEGREE EXAMINATION, NOVEMBER 2023

Seventh Semester

18ASO102T - CREATIVITY, INNOVATION AND NEW PRODUCT DEVELOPMENT

(For the candidates admitted during the academic year (2020-2021 & 2021-20222))

Note:

- i. **Part - A** should be answered in OMR sheet within first 40 minutes and OMR sheet should be handed over to hall invigilator at the end of 40th minute.
- ii. **Part - B** and **Part - C** should be answered in answer booklet.

Time: 3 Hours

Max. Marks: 100

PART - A (20 × 1 = 20 Marks)

Answer all Questions

		Marks	BL	CO
1. _____ is the capability or act of conceiving something original or unusual.	(A) Creativity (B) Innovation (C) Invention (D) Introversion	1	1	1
2. _____ is a group problem-solving method that involves the spontaneous contribution of creative ideas and solutions.	(A) Brainstorming (B) Chattering (C) Delphi (D) Ideal	1	1	1
3. Which of the following is not a type of Innovation?	(A) Incremental Innovation (B) Modular Innovation (C) Architectural Innovation (D) Extrinsic Innovation	1	1	1
4. Which of the following is not the process of Innovation features?	(A) Brainstorming (B) Implementation (C) Feasibility (D) Idea screening	1	1	1
5. _____ is a set of activity, which aim at achieving specific objectives within a stipulated period of time and budget.	(A) Project (B) Product (C) Patent (D) Publication	1	1	2
6. Which of the following does not belong to corporate objectives, strategies, policies and values?	(A) Strategic planning (B) Corporate image (C) Risk aversion (D) Identifiable need	1	1	2
7. Availability of finance is dependent upon _____ position	(A) Cashflow (B) Ranking (C) Patent (D) Marketing	1	1	2
8. Business objective is to maximize _____	(A) Earning (B) Production cost (C) Competitors (D) Investment	1	1	2
9. Simplest form of evaluation technique is to assemble _____	(A) Check list (B) Mind mapping (C) Trial and error (D) Lateral thinking	1	1	3
10. _____ determine whether each new product idea satisfies the condition of new product policy	(A) Project selection (B) Project evaluation (C) Project acceptance (D) Project proposal	1	1	3

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| 11. Inviting broad communities of customers, employees, researchers, and public into the new-product innovation process for idea generation is called _____ | 1 | 1 | 3 |
| (A) Crowd Sourcing | | | |
| (B) Crowd funding | | | |
| (C) Outsourcing | | | |
| (D) Consultancy | | | |
| 12. _____ is the second stage of the project cycle. | 1 | 1 | 3 |
| (A) Project identification | | | |
| (B) Project Preparations | | | |
| (C) Project Presentation | | | |
| (D) Project activation | | | |
| 13. WIPO stands for _____ | 1 | 1 | 4 |
| (A) World Investment policy organization | | | |
| (B) World intellectual property organization | | | |
| (C) Wildlife Investigation and Policing organization | | | |
| (D) World institute for Prevention of organized crime | | | |
| 14. WTO stands for _____ | 1 | 1 | 4 |
| (A) World Technological Organization | | | |
| (B) Wellness Technique Organization | | | |
| (C) World Trade Organization | | | |
| (D) World Testing Organization | | | |
| 15. PCT stands for _____ | 1 | 1 | 4 |
| (A) Patent Consultancy Technician | | | |
| (B) Patent Care Technician | | | |
| (C) Patent Consultancy Team | | | |
| (D) Patent Cooperation Treaty | | | |
| 16. _____ refers to legally protectable ideas, concepts, names, designs and processes associated with a new product. | 1 | 1 | 4 |
| (A) Immovable property | | | |
| (B) Intellectual property | | | |
| (C) Innovative property | | | |
| (D) Inventive property | | | |
| 17. _____ is an approximation of the product along one or more dimensions of interest. | 1 | 1 | 5 |
| (A) Patent | | | |
| (B) Prototype | | | |
| (C) Final Product | | | |
| (D) Proxy | | | |
| 18. New Products does not fail due to _____ | 1 | 1 | 5 |
| (A) Poor timing | | | |
| (B) Poor product quality | | | |
| (C) Low product cost | | | |
| (D) Poor marketing plan | | | |
| 19. _____ prototype covers only a small set of features but those with full functionality | 1 | 1 | 5 |
| (A) Low-fidelity | | | |
| (B) High-fidelity | | | |
| (C) Horizontal | | | |
| (D) Vertical | | | |
| 20. _____ prototypes often have limited functionality, features and interaction. | 1 | 1 | 5 |
| (A) Low-fidelity | | | |
| (B) High-fidelity | | | |
| (C) Horizontal | | | |
| (D) Vertical | | | |

PART - B (5 × 4 = 20 Marks)

Answer **any 5** Questions

Marks BL CO

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|--|---|---|---|
| 21. Distinguish between creativity and Innovation. | 4 | 2 | 1 |
| 22. Describe about the various creative problem solving techniques. | 4 | 2 | 1 |
| 23. Discuss on the characteristics of a good idea generation process. | 4 | 2 | 2 |
| 24. Describe about the two sources of new idea generation. | 4 | 2 | 2 |
| 25. Discuss on the steps in New Product Development. | 4 | 2 | 3 |
| 26. Describe about the Intellectual Property. | 4 | 2 | 4 |
| 27. Describe the major steps have to be implemented for market research. | 4 | 2 | 5 |

PART - C (5 × 12 = 60 Marks)

Answer all Questions

Marks BL CO

28. (a) Explain about the factors contributing to successful technological innovation. 12 2 1
- (OR)
- (b) Describe on the brainstorming session. Explain about the different techniques for effective brainstorming.
29. (a) Explain about the various criteria for project selection. Discuss on measures to be adopted in selection of a project. 12 2 2
- (OR)
- (b) Explain about the basic elements of a business plan in detail.
30. (a) Explain about the Product Development Model. Discuss on the creation and evaluation of ideas in detail. 12 2 3
- (OR)
- (b) Explain about the Product development and Manufacture of prototype in detail.
31. (a) Explain about the types and uses of patent. Discuss on the patent search in detail. 12 2 4
- (OR)
- (b) Describe the background, main agreements and objectives of WTO.
32. (a) Explain the steps involved in new product development process. 12 2 5
- (OR)
- (b) Explain about the Stages in Marketing Research Process in detail.

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