

Reg. No.:.....

Name:.....

Eight Semester B.Tech Degree Examination, MAY 2017

(2013 Scheme)

13.806.2 Elective v: Creativity and new product development (M P U)

Time: 3 Hours

Max Marks: 100

Part A (Answer all questions 2 marks each)

1. Distinguish between creativity and innovation.
2. Analyze how organizations can facilitate innovation and creativity.
3. How can companies use technology to enhance their innovation and creativity?
4. What are the advantages of brain storming?
5. What are the basic elements of patent infringement?
6. What do you mean by copyright? What are the rights related to this?
7. Distinguish between visual and functional prototype?
8. What will happen if patent for a product get expired?
9. How research culture can help in new product development?
10. To which agency will you apply for patent? List out the documents needed.

(10 x 2=20)

PART -B

Answer any **one full** question from each Module. **Each** question carries **20** marks.

MODULE-1

11. a) Explain different types of innovations. Discuss in detail about disruptive innovation? **(10)**
- b) Explain in detail creative mind & creative thinking? **(10)**

OR

12. Discuss the rules in brain storming. Explain the significance of these rules in bringing out innovation ideas? (20)

MODULE-2

13. Discuss the project idea generation? (20)

OR

14. Discuss selection criteria for new product? (20)

MODULE-3

15. Discuss how effective marketing research influences new product development? (20)

OR

16. Give the details about international patent laws and discuss its significance? (20)

MODULE-4

17. Discuss the marketing research process and explain different steps in marketing research process? (20)

OR

18. Create a new conceptual design idea for a fan to be centrally placed in a room and to propel wind in 360 degree circumferential direction. (20)
