

13.806.2 CREATIVITY AND PRODUCT DEVELOPMENT (MPU) (Elective V)

Model question paper

Time: 3 Hrs

Max marks: 100

Part A (20 marks)

(Answer all questions)

(2 * 10 = 20 marks)

1. Distinguish between creativity and innovation.
2. What is Brain storming?
3. Explain the two classical models of innovation.
4. What is problem statement and what are its forms?
5. List out the major essential characteristics of projects.
6. Briefly explain about patents.
7. What do you mean by the term “Infringement” in patent laws?
8. List out the marketing research process steps.
9. Define:
 - a) Customer centered new product development
 - b) Team centered new product development
10. What are the “Challenges” and “Enforcements” in Laws of patents?

Part B (80 Marks)

(Answer all questions)

(20 * 4 = 80 Marks)

11. Explain creativity in organization and explain the forms of management creativity.
- Or
12. Explain the factors contributing to successful technological innovation.

13. Briefly explain few Project Idea evaluation techniques in details.

Or

14. Explain Top-down approach and Bottom-up approach in project identification. Also list out there advantages and disadvantages

15. What all are the steps involved in New Product Development process and list out the reasons for new product failure.

Or

16. What are the different types of patents? Describe the different stages to be followed to obtain a patent.

17. Describe the steps in Proto-type modeling. Also explain the advantages and disadvantages of Proto-Type modeling.

Or

18. Briefly explain each step in marketing research process.