

**B.TECH DEGREE EXAMINATIONS: NOV/DEC 2012**

Seventh and Fifth Semester

**TEXTILE TECHNOLOGY**

TTX 217: Creativity, Innovation and New Product Development

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Divergent thinking means \_\_\_\_\_.
  - a) questioning the barriers of conventional thought
  - b) discourage new relationships
  - c) combining a number of concepts
  - d) examining old perspectives
2. A creative environment \_\_\_\_\_.
  - a) offers diverse stimuli
  - b) discourage participation
  - c) supports initiatives
  - d) decline diversity
3. The steps of implementation of new ideas are \_\_\_\_\_.
  - a) One thing at a time
  - b) Market demand
  - c) Innovation
  - d) Profit
4. My business is not doing very well. I have to generate a new innovative idea
  - a) I will sit in my desk and think.
  - b) I will sell my business
  - c) I will wait until the crisis passes.
  - d) I will organise a meeting with my employees to discuss it.
5. Individuals within an organisation develop increased motivation and reduced frustration when
  - a) Their efforts are rewarded
  - b) Their ideas are rejected
  - c) Their efforts are not recognised
  - d) Their ideas contribute to the performance of the business
6. Someone who sells new ideas to others in the organisation, acquires resources and takes risks to support the project is often described as a
  - a) Gatekeeper
  - b) Sponsor
  - c) Business angel
  - d) Product champion
7. In \_\_\_\_\_ stage, the PLC normally lasts longer and poses strong challenges to the marketing managers.
  - a) Growth
  - b) Introduction
  - c) Maturity
  - d) Decline
8. \_\_\_\_\_ is a statistical technique which uses maps of the market to determine how various

products are perceived by how they are positioned on the market map.

- a) SWOT analysis
  - b) Gap analysis
  - c) Risk analysis
  - d) Trend analysis
9. \_\_\_\_\_ are the most desirable form of product attributes for a protocol to use.
- a) Features
  - b) Prices
  - c) Functions
  - d) Benefits
10. The new product development process ends when
- a) A product prototype is created
  - b) The new product is successful
  - c) The new product is launched
  - d) The product use tests are successful.

**PART B (10 x 2 = 20 Marks)**

- 11. What are the obstacles for creativity?
- 12. Which are the steps of the process of creativity?
- 13. Why the knowledge about new products and new techniques is necessary?
- 14. Mention the purpose of project.
- 15. What is known as international code of patents?
- 16. Write advantages of getting patents.
- 17. Define: Patent laws.
- 18. What do you understand by product life cycle?
- 19. What sort of costs are reduced, when using the just in time principle?
- 20. Write the classifications of capital cost.

**PART C (5 x 14 = 70 Marks)**

- 21. a) Elaborate on the need of creativity and innovation. Also on problem solving.

**(OR)**

- b) Explain the process of technological innovation and the factors contributing for its success.

- 22. a) Describe on the purpose of project and its selection criteria.

**(OR)**

- b) Explain the evaluation techniques for new products idea screening.

23. a) Describe in detail about Intellectual Property Rights.

**(OR)**

b) Explain the role of R&D in new product development.

24. a) Describe about market research and its importance before launching new product.

**(OR)**

b) Explain the designing of proto type during new product planning.

25. a) Explain the various testing methods used to assess the new product.

**(OR)**

b) Elaborate on the various cost involved in making new product and its evaluation.

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