

B.TECH., DEGREE EXAMINATIONS: MAY/JUNE 2013

Eighth Semester

TEXTILE TECHNOLOGY

TTX217: Creativity, Innovation and New Product Development

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 1 = 10 Marks)

1. _____ refers to the ability to combine ideas in a unique way .
 - a) Innovation
 - b) Imagination
 - c) Creativity
 - d) Interpretive thinking
2. All of the following are common personality characteristics of idea champions except _____.
 - a) Persistence
 - b) Energy
 - c) Extremely high self confidence
 - d) Risk aversion
3. A _____ occurs when the company dismisses a good idea.
 - a) Product failure
 - b) Brand failure
 - c) Dual erro
 - d) Drop error
4. The business attractiveness of a proposal is dependent on _____.
 - a) Sales projections
 - b) Cost projections
 - c) Profit projections
 - d) Loss projections
5. Most new product activity is devoted to _____ existing products.
 - a) Improving
 - b) Coordinating
 - c) Distributing
 - d) Pricing
6. One of the reasons new products can fail is _____.
 - a) Low development cost
 - b) Government regulations
 - c) Ignored market research
 - d) Poor packaging
7. The ability to try a new product on a limited basis is called as _____.
 - a) Complexity
 - b) divisibility
 - c) Trail
 - d) communicability
8. _____ stage of the product lifecycle is represented by the rapid growth of product sales.
 - a) Introductory phase
 - b) Decline phase
 - c) Growth phase
 - d) Maturity phase

(OR)

b) Explain patent laws and international code for patents.

24. a) Describe the quality standards and testing of new product.

(OR)

b) Explain the importance of marketing research in introducing new products.

25. a) Elaborate on creative design and model preparation.

(OR)

b) Explain how to evaluate the cost for new product.
