



B.TECH DEGREE EXAMINATIONS: APRIL 2015

(Regulation 2009)

Eight 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. Technology push innovations tend to be driven by which of the following?
 - a) Consumers
 - b) Political factors
 - c) Research
 - d) Manufacturers
2. An innovation that uses existing organizational practices and technologies but reconfigures them in new or different ways is known as
 - a) Architectural innovation.
 - b) Incremental innovation.
 - c) Modular innovation
 - d) Radical innovation
3. Firms often employ a broader set of characteristics to describe new product development activity. Which category is defined by products that are line extensions in the firm's current market?
 - a) New category entries
 - b) Product improvements
 - c) Repositioning
 - d) Additions to product lines
4. Inter organizational coordination is divided into four methods. Of the four, which approach is implemented by having both product development times as well as manufacturing costs reduced by having manufacturing personnel involved from the concept formulation stage?
 - a) R&D marketing interface
 - b) Design for manufacturing
 - c) Early manufacturing involvement
 - d) Shared commitment
5. Generic mechanisms for intellectual property protection include the following. Which measure enables a firm to keep one step ahead of the competition by introducing a new product?
 - a) Actions in the product market
 - b) Continuous innovation
 - c) Legal protection
 - d) Strategic action

6. As in the case of patents, copyrights, or trade secrets, infringement of trademarks is associated with a set of remedies. Which remedy do all four components have in common?
 - a) Court-ordered injunctions
 - b) Revocation of protection
 - c) Public disclosure of material involved
 - d) Court allowed damages for infringements
7. Technology intelligence is a critical input into strategic decisions: How is this intelligence defined?
 - a) Technology-related information that is useful for strategic decision making
 - b) Technical data used for new product development
 - c) Technological strategy
 - d) The technological environment
8. Identify a shortcoming of giving the responsibility of new product development to the product managers of a company.
 - a) They would not be familiar with the industry standards
 - b) Product managers are often busy managing existing lines.
 - c) They will find it difficult to gain support from employees.
 - d) Product managers would not have an operational focus.
9. Why do entrepreneurship and innovation go hand-in-hand?
 - a) Entrepreneurs are both owners and managers of the business, so they are more likely to take calculated risks to pursue business opportunities
 - b) Entrepreneurs identify business opportunities and assemble the resources and capabilities needed to create value
 - c) Entrepreneurs have the capability and motivation to pursue innovative commercial opportunities that are riskier and more radical than normal
 - d) The establishment of new methods of production, supply and distribution
10. Which of the following is not of the three generic forms of innovation activity in the MNE innovation location framework?
 - a) Sensing
 - b) Pooling resources
 - c) Responding
 - d) Implementing

PART B (10 x 2 = 20 Marks)

11. Distinguish between creativity and innovation.
12. Why is it important for introduction and utilization of a R&D innovation in Plants?
13. What are four basic steps in solving a problem?
14. What are intellectual property rights?
15. Distinguish between Emotional Quotient and Intelligence Quotient.
16. Distinguish between innovation and invention.

17. State the different innovation types.
18. Why Conduct Market Research is so important in New Product Development?
19. List the Benefits of Marketing Research.
20. What is benefit cost analysis?

PART C (5 x 14 = 70 Marks)

21. a) (i) Elaborate the Step by Step Guide to Brainstorming activity. (7)
(ii) Enumerate the various brainstorming techniques used in industry. (7)

(OR)

- b) Enumerate the various Techniques for Creative Thinking used in industry.

22. a) (i) Analyse the Screening Techniques for new product ideas in industry. (7)
(ii) Analyse the Effective Idea Selection is Critical to Systematic Innovation. (7)

(OR)

- b) (i) Elaborate the how idea generation is interrelated between Company, product and Consumer. (7)

- (ii) Analyses the various Factors to be consider for product screening. (7)

23. a) (i) Enumerate the various Steps involved in New Product Development Process. (7)
(ii) Enumerate the Indian patent act and Safeguards in the Patent Law. (7)

(OR)

- b) (i) Elaborate the types of Patents in Indian patent act and term of patent. (7)

- (ii) Elaborate the Intellectual property rights and their Objectives, Infringement, misappropriation, and enforcement. (7)

24. a) Justify why market research activity is very important in new product planning?

(OR)

- b) Differences between a prototype and a production design, and explain the characteristics and limitations of prototypes.

25. a) Elaborate the Model preparation, testing and cost evaluation for any one creative design.

(OR)

- b) Elaborate the patent application and its types application.
