

B.TECH DEGREE EXAMINATIONS: NOV/DEC 2014

(Regulation 2009)

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. An advantage of the small firm in the innovation process is the _____.
 - a) Ability to carry out R&D
 - b) Ability of the entrepreneur to carry out multiple tasks
 - c) Ability to raise finance
 - d) Ability of the entrepreneur to act on new ideas or product development
2. _____ refers to the ability to combine ideas in a unique way.
 - a) Creativity
 - b) Innovation
 - c) Thinking
 - d) Imagination
3. _____ is responsible for the selection and review of projects.
 - a) Manager
 - b) CEO
 - c) Team leader
 - d) General manager
4. _____ is not a mode of international technology transfer.
 - a) joint ventures
 - b) licensing
 - c) patents
 - d) industrial espionage
5. The steps of implementation of new ideas are _____.
 - a) Innovation
 - b) Market demand
 - c) Profit
 - d) One thing at a time
6. New product development does not include _____.
 - a) perception by customers as being new
 - b) Product modifications
 - c) New brands
 - d) Development of new products and services

22. a) (i) Prioritize and explain the selection criteria for new product. (7)
(ii) Categorize the screening of ideas for new products. (7)

(OR)

- b) Explain the purpose of project and collection of ideas.

23. a) Elaborate on Intellectual property rights and its benefits.

(OR)

- b) Discuss the process of new product development in detail.

24. a) Elaborate on various introducing techniques adopted for new products.

(OR)

- b) Outline the usefulness of qualitative research in marketing and its importance before launching a new product.

25. a) What is model preparation? Explain the various testing methods used to assess the model.

(OR)

- b) Identify the various cost involved in model preparation and its evaluation methods.
