



B.TECH DEGREE EXAMINATIONS: APRIL/ MAY 2016

(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. A creative person will tend to be
 - a) Imaginative and Pragmatic
 - b) Pragmatic and impractical
 - c) Highly evaluative
 - d) Quite indecisive
2. Combining ideas in a unique way is called as _____
 - a) Imagination
 - b) Interpretive thinking
 - c) Innovation
 - d) Creativity
3. Evaluation is a process which:
 - a) Identifies achievements
 - b) maintains a project
 - c) Identifies regions for step up
 - d) Encourages judgments to be taken
4. Selection and Review process is done by _____
 - a) Team leader
 - b) Manager
 - c) CEO
 - d) Team manager
5. ----- and ----- are the criteria for a good product development process and are essential when innovating new technology.
 - a) Speed and correctness
 - b) Delays and deceit
 - c) Speed and deceit
 - d) Delays and correctness
6. A technological innovation may affect one or more of the various kinds of -----
 - a) Performance quality
 - b) Products
 - c) High quality
 - d) Function quality
7. The critical issue that affects product introduction is-----

22. a) Discuss the benefits and shortcomings of product screening.

(OR)

b) Explain how the project is characterized?

23. a) Discuss how research supports the new product development process?

(OR)

b) Write the significance of Intellectual Property Rights and explain the steps involved in obtaining a patent.

24. a) Explain in detail the proto type necessity, design, quality standards and useful for marketing.

(OR)

b) Discuss in detail how to Prepare a Plan to Introduce a New Product?

25. a) Write in detail the concepts of model preparation and evaluation.

(OR)

b) Discuss the procedure adopted for preparing a patent application.
