

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH,**  
**Vidyavihar, Mumbai- 400077**

**Program: PGDM A B IB MMS A B (Batch2017-19), Trim - 5,**  
**Subject: Creativity & Innovation**  
**(End Term Exam)**

**Maximum Marks: 25**

**Duration: 2 hours**

**Date: 18<sup>th</sup> January, 2019**

**1. Q 1: Each question carries 5 marks each - 25 Marks**

- a. Explain the different kinds of innovations with examples – reverse, frugal, exploratory, exploitative and social.
  - b. Discuss organization barriers to innovation.
  - c. Explain disruptive innovation with an example.
  - d. Determine the steps of design thinking with an example.
  - e. Can innovation be measured? Explain the challenges in measurement of innovation?
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