

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

Program: PG DM & MMS (Batch 2016-18), Trimester -V
Subject: Creativity & Innovation
(End Term Examination)

Maximum Marks: 25

Duration: 2 hours

Date: 8th January 2018

Instructions

- 1. Attempt all questions**
- 2. Please write in points**
- 3. Ensure that your handwriting is legible**

QUESTION 1 – Marks - 10

Explain the concept of SCAMPER & Mind mapping as methods to enhance creativity.

QUESTION 2 – Marks -5

Explain the concept of open innovation with an organizational example

QUESTION 3 Marks-5

Discuss methods to overcome barriers to organization innovation?

QUESTION 4 Marks-5

- Explain the term Creative self-efficacy
- Enumerate pursuits that an individual has done in his past (adolescence) which can predict creativity in the future

-----End of Paper-----