



K. Sambath

Avinashilingam Institute for Home Science and Higher Education for Women
Deemed to be University Estd. u/s 3 of UGC Act 1956, Category A by MHRD (now MoE)
Re-accredited with A++ Grade by NAAC. CGPA 3.65/4, Category I by UGC
Coimbatore - 641043, Tamil Nadu, India

Bachelor's Degree Examination – November 2025
III Semester

Class : II UG
Major : All Majors

Time : 3 Hours
Max.Marks: 100

23BRESB1 Creativity and Innovation

Course Outcome

- CO1. Analyse the creative thoughts of renowned personalities in the past and its contribution towards the success and shortcomings of business model
CO2. Generate innovative idea for business and defend/ justify the same
CO3. Interpret the business competence achieved by various organisations by using the innovative business model
CO4. Inculcate conducive ecosystem in the work environment for innovation.
CO5. Equip to apply and guide for patents by understanding legal and procedural nuances.

Part- A

10 X 1 = 10

Choose the Correct the Answer

1. Creativity can best be defined as CO1K1
 - a. Memorizing existing knowledge
 - b. Generating novel, original, and useful ideas
 - c. Following strict rules
 - d. Avoiding risks
2. Risk-taking in creativity refers to CO1K1
 - a. Avoiding all failures
 - b. Willingness to try untested ideas
 - c. Following safe routines
 - d. Ignoring innovation
3. Brainstorming is a tool used for CO2K1
 - a. Generating many ideas without judgment
 - b. Criticizing ideas immediately
 - c. Avoiding risks in thinking
 - d. Copying existing solutions
4. SCAMPER technique does NOT include CO2K1
 - a. Substitute
 - b. Combine
 - c. Modify
 - d. Forge
5. Venture capital is best suited for CO3K1
 - a. Small traditional businesses
 - b. High-growth, high-risk startups
 - c. Government projects
 - d. Family-owned shops
6. Typology of innovation includes CO3K1
 - a. Radical and incremental innovations
 - b. Sustaining and disruptive innovations
 - c. Product and process innovations
 - d. All the above
7. Which leadership style best supports innovation? CO4K1
 - a. Autocratic
 - b. Transactional
 - c. Transformational
 - d. Bureaucratic
8. Extrinsic motivation is usually driven by CO4K1
 - a. Internal satisfaction and curiosity
 - b. Financial incentives, recognition, and rewards
 - c. Desire to learn new skills
 - d. Self-actualization
9. Copyright protects CO5K1
 - a. Inventions and industrial processes
 - b. Literary, artistic, and creative works
 - c. Brand names and logos
 - d. Trade secrets and formulas
10. The TRIPS Agreement (WTO) relates to CO5K1
 - a. Trade-Related Aspects of Intellectual Property Rights
 - b. Transport Regulation for International Patent Systems
 - c. Technology Research in Public Sector
 - d. Trademark Registration in Industrial Protection Systems

Part - B
Answer ALL questions
Each answer should not exceed 400 words or two pages

5 x 6 = 30

- 11.a. Explain the concept of creativity with an example. CO1K3
(or)
11.b. Write a short note on factors affecting creativity. CO1K2
- 12.a. Explain the brain-writing method with an example. CO2K3
(or)
12.b. List and briefly explain the steps in the SCAMPER method. CO2K2
- 13.a. Discuss the various methods and techniques used in innovation. CO3K2
(or)
13.b. Explain the process of innovation management in detail. CO3K2
- 14.a. Compare and contrast intrinsic vs extrinsic motivation in fostering innovation. CO4K2
(or)
14.b. Explain the dimensions of an innovation ecosystem in detail. CO4K2
- 15.a. Discuss the importance of copyrights in protecting creative works. CO5K2
(or)
15.b. Discuss the role of government policies in shaping IP protection in India. CO5K2

Part - C
Answer ALL questions
Answer should not exceed 800 words or four pages

5 x 12 = 60

- 16.a. "Creativity is the foundation of Innovation." Discuss this statement in detail. CO1K4
(or)
16.b. Explain the factors affecting creativity and suggest how an organization can promote creativity. CO1K3
- 17.a. Compare and contrast Brainstorming, Brain-writing, and SCAMPER. Which is most effective in a team setting? Why? CO2K3
(or)
17.b. "Pattern-breaking strategies are essential for innovation." Discuss with examples. CO2K4
- 18.a. "Innovation management is a structured process of converting ideas into market value." Discuss with examples. CO3K3
(or)
18.b. Compare venture capital and angel investors in promoting startups. Give real-life examples. CO3K3
- 19.a. "Innovation ecosystem is the backbone of sustainable competitive advantage." Discuss. CO4K3
(or)
19.b. Write an essay on the importance of leadership styles in fostering innovation culture. CO4K3
- 20.a. "Patents, copyrights, and trademarks form the backbone of intellectual property rights." Discuss with examples. CO5K3
(or)
20.b. Discuss the challenges of piracy and counterfeiting in today's digital economy. CO5K3
