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**III Semester M.B.A. (Day & Eve.) Degree Examination, March/April - 2022****MANAGEMENT****Ideation, Design Thinking and Innovations****(CBCS Scheme 2019 Onwards)****Paper : 3.5.1****Time : 3 Hours****Maximum Marks : 70****SECTION - A**

Answer any **five** questions from the following each question carries **5** marks. **(5×5=25)**

1. What are the various sources of getting business ideas?
2. Discuss the various steps in the Creative process.
3. Devise appropriate strategies to the challenges of women entrepreneurs.
4. Elaborate on types of Innovation.
5. Are IPR's effective in protecting innovation? Justify with Examples.
6. List out the importance of design thinking in today's Disruptive world.
7. Define Divergent, Convergent and Emergent thinking.

**SECTION - B**

Answer any **three** questions from the following each question carries **10** marks. **(3×10=30)**

8. Define Ideation and list the steps in Ideation process.
9. What is design thinking? Explain each stage in design thinking in detail.
10. Being creative is essential to be a successful entrepreneur. What in your opinion are the major components in the creative process?
11. Discuss with suitable examples, the impact of entrepreneurship on the economic development of India.

**[P.T.O.]**





## SECTION - C

## 12. Compulsory Case Study :

(1×15=15)

Sheila has a degree in robotics and she loves to design products. She started her career in 'Robotech' which uses high end technology in all their products. Her job profile included travelling a lot also. Whenever she travelled she noticed that disabled people have difficulty in maneuvering their wheelchair from one place to another because in some places ramp is not provided and there is no way they can walk up the stairs.

She came up with an idea of a wheelchair which can be used on stairs easily. She decided to quit her job and start her own company. She realized that her idea was the first stage in the process of innovation.

**Questions :**

1. Identify the concept and idea generation in the case.
  2. Explain the steps in Ideation process.
  3. Suggest Sheila an Innovative Process to execute her idea.
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