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B.E. / H.Tech (Full Time) END SEMESTER EXAMINATIONS, APRIL / MAY 2019

PRINTING TECHNOLOGY BRANCH

VIII SEMESTER

PT 7592 – CREATIVITY AND INNOVATION

(REGULATION 2015)

Time: 3hrs

Answer ALL Questions

Max Marks: 100

Part - A (10 X 2 = 20 Marks)

1. How the creative and innovative thinking improve the quality?
2. What are the innovation barriers?
3. How the heuristics will help in problem solving process?
4. Give the differences between convergent and divergent thinking process.
5. How to develop the process of creative thinking?
6. In which way the creative thinking play a role in innovation?
7. State the requirement needed for creative problem solving.
8. How to become a master in solving the problem?
9. What is called sustaining Innovation?
10. Give the keypoints of disruptive technology.



Part - B (5 X 13 = 65 Marks)

11. (a) Explain in detail about the components of creativity.
(Or)
(b) How the innovation types will improve the organizational role in creativity?
12. (a) Discuss about the approaches and actions that supports the creative thinking.
(Or)
(b) What are the techniques to enhance visualization process?
13. (a) Describe ICEDIP and how it stimulate the creativity process?
(Or)
(b) Explain in detail about the tools that prepare the mind for creative thought.
14. (a) In which way the brain storming and brain writing increases the creative and innovative thinking process? Explain with suitable example.
(Or)
(b) Discuss about the Lateral and Linear thinking process.
15. (a) Explain in detail about the TRIZ methodology in problem solving.
(Or)
(b) Write in detail about the factors needed for achieving creativity.

Part - C (1 X 15 = 15 Marks)

16. Assume that you are the Chief Minister of TamilNadu. Give your opinion and views about the NEET Exam for Engineering Admissions and how you will handle the issues with the help of six thinking hats.