

GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER 3 – EXAMINATION – WINTER 2018**Subject Code: 3539261****Date: 07/12/2018****Subject Name: Creativity, Incubation and Innovation (CII)****Time: 10:30 AM To 01:30 PM****Total Marks: 70****Instructions:**

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q. No.		Marks
Q.1	Explain the following concepts in brief (a) Venture Capitalists (b) Entrepreneurs (c) Lateral Thinking (d) Brainstorming (e) Intellectual Property Rights (f) Service Innovations (g) Technology Obsolescence	14
Q.2	(a) How Business Incubators Work? (b) Which are myths surrounding Creativity?	07 07
OR		
	(b) Innovation = Creativity + Commercialization. Explain with relevant examples.	07
Q.3	(a) How can an individual increase his/her own Creativity? (b) How many types of Innovation are there?	07 07
OR		
Q.3	(a) Discuss the technological innovations in Indian Banking Sector. (b) Which are Enablers and Barriers to Creativity?	07 07
Q.4	(a) How can we protect our intellectual property and knowhow? (b) Companies must innovate or die. Explain with relevant examples.	07 07
OR		
Q.4	(a) Which are the methods to Protect Technological Knowledge? (b) Explain 'Technology Maturity, Obsolesce and Discontinuities' with relevant examples.	07 07

Clay pottery was the traditional business of Mansukhbhai Prajapati's family living in a small village in rural India. Prajapati failed in 10th grade and dropped out of school. Due to meager financial returns, Prajapati gave up pottery. He ended up earning his livelihood by doing odd jobs at various places like running a small tea stall or working in a factory for 4 years. While working for a brick roof tiles factory, he was inspired to build a machine to make clay products with high efficiency. So, he returned back to his family occupation - pottery. The clay used for this is somewhat different than the clay used for hand pottery and it took him some time to master this clay composition. He began by making earthen clay pots and hot plates in 1988. Most people in rural India use clay pots to store drinking water and hot plates or tawa for cooking flat wheat bread. In rural areas, the earthen pots are a natural way of keeping drinking water cool in summers. In January 2001, an earthquake registering 7.9 on the Richter scale devastated the Indian state of Gujarat and all earthen pots of Prajapati were broken.

A photographer took pictures of my broken clay pots and published in the newspaper with a headline 'Garib Ka Fridge Tut Gaya' (Refrigerator of the Poor has Broken). I thought; he is calling my pot a fridge. We also want a fridge but do not have money to purchase one... so...why don't I make a clay fridge for myself... and I started experimenting with clay to make a clay refrigerator that did not need electricity to cool.

In 2005, my wife wanted a nonstick pan for cooking and when I went to the market to buy one, I saw the cost was INR 450 (US\$8). It was very expensive for me and I thought- can't I do something to my clay hotplates to make them nonstick. I worked on it for 1.5 years... - Prajapati (translated from personal interviews)

Prajapati created many innovative clay products like the Mitticool clay refrigerator, the nonstick clay tawa (hot plate) and the clay pressure cooker. The name of the refrigerator 'Mitticool' comes from the Hindi word mitti, which means 'clay.' The clay refrigerator can be used to store cold water, food, fruits, and vegetables without any electricity or any artificial form of energy. It works on the simple principal of cooling by evaporation. Water from the upper chambers drips down the sides and evaporates, which leaves the inner chamber cool. It can be good alternative for people living in rural areas where electricity is not available or for those who are poor and cannot afford the conventional refrigerator. Financially, Prajapati has been able to move out of poverty and he received 25 awards including one from the President of India.

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| (a) | Which are the other innovations erupted from Rural India? | 07 |
| (b) | How can you help Mr. Mansukh Prajapati to further commercialize his concept and take it across whole rural India? | 07 |

OR

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| Q.5 | (a) | Why we should consider the Ecology while innovating and creating a new product? | 07 |
| | (b) | Which are the barriers to rural innovation like MittiCool? | 07 |
