

Code No: 07A72310

R07

Set No. 2

IV B.Tech I Semester Examinations, NOVEMBER 2010
CREATIVITY INNOVATION AND PRODUCT DEVELOPMENT
Bio-Technology

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Discuss the following:
 - (a) Claims
 - (b) Improvement Claims
 - (c) Abstract
 - (d) Specifications. [4+4+4+4]
2. Write short notes on the following:
 - (a) Creative industries
 - (b) Evaluate the advantages and disadvantages of the use of focus groups in marketing research. [8+8]
3. Explain economic conceptions of innovation with an example. [16]
4. Explain the role of Intellectual Property Rights in Biotechnology Transfer under the Convention on Biological Diversity. [16]
5. Explain about the analysis of existing project evaluation processes in detail. [16]
6. Give full details about Patent Search Information Centers. [16]
7. Explain in detail about the underlying principles for a prototype design. [16]
8. How to enhance the creative process with new technologies? [16]

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Set No. 4

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Bio-Technology**

Time: 3 hours

Max Marks: 80

**Answer any FIVE Questions
All Questions carry equal marks**

1. (a) Discuss the General Conventions on IPR.
(b) Write the significance of patent law treaty. [8+8]
2. Write short notes on benefits of protecting:
(a) TKDL
(b) TCE's. [8+8]
3. Why to protect new varieties of products. [16]
4. What has precipitated moves to flexible specialization within the creative industries and what have been some of its consequences? [16]
5. Why are innovation and entrepreneurship important? Explain with reasons. [16]
6. Explain the Objectives of prototyping and testing in detail. [16]
7. Is creativity relates to mental health? Explain in detail. [16]
8. Explain about multi criteria scoring models. [16]

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Set No. 1

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Bio-Technology**

Time: 3 hours

Max Marks: 80

**Answer any FIVE Questions
All Questions carry equal marks**

1. What are the steps to build innovative performance? [16]
2. Write short notes on the following:
 - (a) Industrial design
 - (b) Patent cooperation treaty. [8+8]
3. What is the need of creativity and innovation? Explain in detail. [16]
4. (a) Discuss the role of prototype as part of the strategy formulation process, being careful to highlight the possible limitations of the process.
(b) Can effective product development be managed? Explain. [8+8]
5. Explain different form of patent information. [16]
6. What are the advantages & disadvantages of numeric models? [16]
7. (a) 'Marketing research is a set of data collection techniques that can be used by marketers to help them in their decision making.' Justify.
(b) Under what conditions would you suggest cross-sectional research design over longitudinal research design? Give reasons. [16]
8. What are the differences between product marketing and technology marketing? [16]

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Set No. 3

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CREATIVITY INNOVATION AND PRODUCT DEVELOPMENT
Bio-Technology

Time: 3 hours

Max Marks: 80

Answer any FIVE Questions
All Questions carry equal marks

1. Why to protect industrial designs? list out the benefits. [16]
2. Explain the position of following items with respect to the grant of patent in India:
 - (a) Invention related to Biotechnology
 - (b) Computer programmes. [8+8]
3. How to generate innovative ideas? Explain in detail. [16]
4. Give tentative suggestions for a good practice evaluation system. [16]
5. Explain what are quality management activities as opposed to technical activities? What does "Assessments of a Quality System" include? [16]
6. Effective product development can be organized in many different ways. 'Compare, contrast and assess two or more organizations' approach to product development. [16]
7. Describe the following:
 - (a) GLP's applications for safety studies on cosmetic products.
 - (b) Safety studies done to determine the potential drug-abuse characteristics of a test article have to be done under the GLP's. [8+8]
8. What is Creativity? Explain with reference to various contexts. [16]
