

**IV B.Tech. I Semester Regular Examinations, November -2005**  
**CREATIVITY INNOVATION AND NEW PRODUCT DEVELOPMENT**  
**(Bio-Technology)**

**Time: 3 hours**

**Max Marks: 80**

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

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1. What are the processes of technological innovation. [16]
2. Write short notes:
  - (a) Technological Innovation
  - (b) Creativity [8+8]
3. Discuss in detail about the purpose of project. [16]
4. What are the different evaluation techniques for new product. [16]
5. Discuss in detail about patent search. [16]
6. Write short notes
  - (a) Patent laws
  - (b) Intellectual property rights [8+8]
7. Discuss in detail new product planning. [16]
8. Write short notes:
  - (a) GLP
  - (b) Model preparation [8+8]

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1. What are the needs for creativity and innovation? [16]
2. What are the different techniques for creativity and problem solving? [16]
3. What are the different ideas that could be proposed in a project? [16]
4. What are the different screening ideas for new products? [16]
5. Explain in detail about patent laws. [16]
6. Explain the role of research in the development of new product. [16]
7. Discuss in detail about GMP. [16]
8. Discuss in detail about creative design. [16]

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1. What are the factors contributing to successful technological innovation? [16]
2. Discuss in detail about brain storming. [16]
3. Discuss in detail about project selection and evaluation. [16]
4. Write short notes:
  - (a) Selection criteria
  - (b) Evaluation techniques [8+8]
5. Discuss in detail about new product development. [16]
6. Write short notes:
  - (a) Patent search
  - (b) International code for patents. [8+8]
7. Explain design of prototype. [16]
8. Discuss in detail about evaluation of patent applications. [16]

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1. Discuss in detail about creativity and problem solving. [16]
2. Write short notes:
  - (a) Brain storming
  - (b) Creativity. [8+8]
3. Discuss in detail about collection of ideas and purpose of project. [16]
4. What are the different selection criteria for new products? [16]
5. Discuss in detail about international code for patents. [16]
6. Write short notes:
  - (a) Product development
  - (b) patents [8+8]
7. What are the different quality standards has to be maintained in planning a new product? [16]
8. Explain in detail about model preparation. [16]

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