Subject	Creativity & Innovation		
Roll No.		**Marks**	60 Marks
Total No. of Questions	7	**Duration**	3 Hours
Total No. of printed pages	2	**Date**	04.01.2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1)20 Marks (Compulsory)
Case:
In 1974, at the age of 19, Deveena a drug dealer was arrested for selling Rs.2000 worth of heroin to an undercover police officer in Dehradun. She received a 10-20 year prison sentence for this crime. After serving about 8 months of her sentence, she decided that she could not tolerate prison and with the help of her grandfather, planned an escape. She used a work permit to walk away from prison. In May, 2008, after 34 years, Deveena was captured again by detectives who matched fingerprints from her driver's license to her prison records.

Deveena said that in 1974 she was a "stupid little …hippie-ish girl…a pothead." During the 34 years that Deveenaavoided prison, she worried every day that she would be caught. While looking at a sunset, she would wonder at her freedom and curious if the past would catch up with her. She was very careful to lead the life of a model citizen and even volunteered for Common Cause, an organization that promotes government ethics and accountability. She married an executive and had three children and lived a comfortable life in an upper middle class suburb in Mumbai. She never told her family about her past. Her husband of 23 years stated that he loved his wife as much as the day they were married and that she was a "person of the highest honesty and kindness" and had dedicated her life to raising her children. She taught her children to be responsible citizens and to avoid drugs. Her husband said that the arrest "was the next worst thing to having a death in the family." Deveena worried about the effect of her arrest on her son who had just graduated from high school and her older daughters. A neighbor commented that it would not be useful to society to send Deveena back to prison.

Undercover drug officers believed that Deveena had connections to "higher ups" in the drug world and was a teenage leader in a 70's drug ring. They found some money in her apartment, kit for cutting heroin and pictures of her with other drug dealers. Deveena described herself as a then high school graduate who was shortof cash, working at a minimum wage job. She said that every day of her life she regretted getting herself into this situation. She was transferred back to Dehradun to serve her original prison term. Her family and friends submitted anappeal for mercy to the court in Dehradun.

Questions:
1. State the problem as simply and clearly as you can.
2. Describe the values and point of view of Deveena Drug dealer.
3. Describe the values and point of view of her husband.
4. Describe the values and point of view of her children.
5. Describe the values and point of view of her neighbors.
6. Describe the legal and societal issues.
7. After discussing the issues and looking at different points of view, what is your reasonable point of view? Why? Include a brief description of your values. Use the back of this sheet of paper to explain your point of view.

1

Attempt Any FOUR from the Remaining SIX Questions

Q2) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a) Creativity is not a talent, creativity is a Drive. Justify
    b) What is the need for creativity? Explain creativity in various contexts.
    c) What are the three things that creativity is involved with? Explain.

Q3) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a) What is Innovation? Describe two examples of Innovation.
    b) What are the sources of Innovation impulses in an internal and external environment?
    c) Explain conceptual blocks to creativity.

Q4) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a) What are the myths about creativity and how do they block creativity?
    b) Distinguish between creativity and innovation
    c) Describe Innovation Funnel.

Q5) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a) Is creativity and innovation inter-related, explain.
    b) Explain Brainstorming and related rules.
    c) What are the personality traits of creative people?

Q6) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a) What factors contribute to creative efficiency?
    b) Explain the traits of Right brained creative thinkers.
    c) What are different ways to think?

Q7) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*
    a) How is creativity fostered?
    b) Why is there a need to measure creativity?
    c) Explain Concept generation for a product and the tools to generate ideas/concepts