Subject	Creativity & Innovation		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	2	Date	14.12.2017

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

Q1)20 Marks (Compulsory)

See this picture and write a creative story related to the situation depicted in not less than 250 words.

Attempt Any FOUR from the Remaining SIX Questions

Q2) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

    a. Define creativity and ways to improve creativity. Give examples
    b. Elements of creativity
    c. Creativity killers in an organisation. Explain with examples

Q3) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

    a. Personality traits of creative people and their usefulness
    b. Critical factors of lateral thinking and where they can be used
    c. Convergent thinking and its importance

Q4) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

    a. Distinguish between creativity and innovation
    b. Disruptive innovation and why Uber is not but discount retailers are.
    c. Need for creativity and its uses

Q5) *Any two from (a) or (b) or (c) ——————— (5x2) = 10 Marks*

    a. Stages in creative process
    b. Strategies for innovation at work
    c. Innovation process and its criteria for effectiveness

Q6) *Any two from (a) or (b) or (c)* ———————— *(5x2) = 10 Marks*

a. Lateral thinking and why and where it is useful
b. Measurements of creativity and its usage
c. Factors of creative efficiency

Q7) *Any two from (a) or (b) or (c)* ———————— *(5x2) = 10 Marks*

a. Extrinsic motivation, why is it useful
b. Six Hat Thinking, explain with an example
c. Creativity techniques, what are they and why are they used

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