


Name: Enrolment No:	
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination – May 2024

Program: B.Com
Subject: Creativity, Innovation and Foresight
Code : SDCS 2002

Semester – IV
Max. Marks : 100
Duration: 3 Hrs

Attempt ALL questions:				
Section A			Marks	CO
Instructions:				
Q1 to Q5 Choose the right answer Q6 to Q10 Answer in 50-60 words.				
1	Creativity Traits Needed in an Entrepreneur are... a) Seeing Problems as Interesting and Acceptable b) Seeing Hurdles as leading to improvements and solutions c) Neither d) Both	2	CO1	
2	Which thinking tool emphasizes generating as many ideas as possible without critiquing them during the ideation phase? a) Lateral thinking b) Six Thinking Hats c) SWOT analysis d) Brainstorming	2	CO1	
3	Which of the following is NOT a type of divergent thinking technique? a) Brainstorming b) Mindmapping c) SWOT analysis d) Reverse brainstorming	2	CO1	
4	In the context of phase models of creativity, what role does the verification phase play? a) Generating innovative ideas and concepts b) Evaluating ideas based on predetermined criteria c) Experiencing sudden insights or "aha" moments d) Actively seeking out information and inspiration	2	CO1	

5	Which stage of the innovation process involves generating, capturing, and refining creative ideas? a) Implementation b) Evaluation c) Ideation d) Analysis	2	CO1
6	Define attribute listing.	2	CO1
7	Define convergent thinking.	2	CO1
8	Write four barriers that stop people from becoming creative.	2	CO1
9	Write two example of divergent thinking.	2	CO1
10	What is DOIT model?	2	CO1
Section B			
1	Suppose yourself as a leader of an organization, suggest five things you will do to enhance creativity in your organization.	5	CO2
2	What is the difference between hemisphere and quartile model of how our brain works?	5	CO2
3	What are the rules for brainstorming?	5	CO2
4	Explain the role of individuals with the Developer style in the creative process. What specific strengths do they bring to the table?	5	CO2
Section C			
1	“Creativity has become inevitable in Business and its management” Elucidate the above statement with suitable examples.	10	CO3
2	What are the various kinds of innovations? Explain the process of innovation in brief.	10	CO3
3	Define Creativity. Explain stages of creative process	10	CO3
Section D			

1	Elaborate on phase models of creativity given by Osborn, Wallas and Cropley.	15	CO4
2	<p>You are part of a team developing a new mobile app for a ride-sharing service. How can you apply the principles of design thinking to ensure the app addresses the needs and preferences of users effectively?</p> <p style="text-align: center;">OR</p> <p>Discuss the importance of diverse creative styles by Puccio within a team. How can understanding and leveraging these styles lead to more effective collaboration and innovation?</p>	15	CO4