

Name:  
Enrolment No:



**UNIVERSITY OF PETROLEUM AND ENERGY STUDIES**  
**Online End Semester Examination, MAY/JUNE 2021**

**Course: Creativity ,Innovation & Foresight**  
**Program: BCOM ALL**  
**Course Code: SDCS2001P**

**Semester: IV**  
**Time 03 hrs.**  
**Max. Marks: 100**

**SECTION A**

- 1. Each Question will carry 5 Marks (5x6=30 marks)**
- 2. Instruction: Complete the statement / Select the correct answer(s)**

S. No.	Question	CO
Q 1	Creativity is symbolized by _____coloured hat a. Red b. Green c. Yellow d. Blue	CO1
Q2	_____ is a group creativity technique by which efforts are made to find a conclusion for a specific problem by grathering a list of ideas spontaneously contributed by its members. a. Brainstorming b. Generating c. Invention d. Conceptualization	CO1
Q3	. Creativity is derived from the latin word _____ a. CREARE b. CREATIT c. CREATIV d. CREOS	CO1
Q4	Who is the/are the founder/s of Ola Cabs a.Bhavish Aggarwal bAnkit Bhati c.Both a and b d.Charan Padmaraju	CO2
Q5	_____ is the father of brainstorming a. Alex Osborn b. Alex Samuel c. Bill Bernbach	CO1
Q6	Who is the father of modern creativity a. Edison b. Thomas c. Albert d. Paul Torrance	CO2

**SECTION B**

**Each Question Carries 10 Marks (10x5=50)  
Write Short Notes approx. 400 words.**

Q 7	How is Creativity defined ? explain with examples	<b>CO2</b>
Q 8	What are the Organisational issues involved in technology change ?	<b>CO2</b>
Q 9	Bring out the importance of creativity in in managing new technology.	<b>CO2</b>
Q 10	What is the role of Design thinking in innovation management?	<b>CO2</b>
Q 11	Explain the Importance of Creativity in leadership ? Why is it important ?	<b>CO3</b>
<b>Section C</b>		
<b>1. Each Question carries 20 Mark.</b> <b>2. Instruction: Write a long answer.</b>		
Q12	a)What are the difficulties faced by Entrepreneurs in formulating new products & their promotion ,explain your answers with day to day examples	<b>CO3</b>