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| Name: Enrolment No: |  UPES <small>UNIVERSITY OF TOMORROW</small> |
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UNIVERSITY OF PETROLEUM AND ENERGY STUDIES
End Semester Examination – May 2023

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

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

| Attempt ALL questions: | | | | |
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| 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 | A positive personality trait of a creative person can be a) Artistic b) Open-minded c) Sense of Humor d) All of the above | 2 | CO1 | |
| 3 | Trying new approaches to get things done is known as a) Collaboration b) Communication c) Creativity d) Critical Thinking | 2 | CO1 | |
| 4 | The 4Cs of 21st century skills refers to... a) Communication, cooperation, critical thinking and creativity b) Communication, collaboration, critical thinking and creativity c) Consistency, collaboration, critical thinking and creativity d) Communication, collaboration, critical thinking and commitment | 2 | CO1 | |

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| 5 | Creative people have a) only positive traits. b) only negative traits. c) both positive and negative traits. d) no defined traits. | 2 | CO1 |
| 6 | Mention four characteristics of creative people. | 2 | CO1 |
| 7 | Give one example of design thinking from your own life. | 2 | CO1 |
| 8 | Where do we use attribute-listing technique for creative problem solving? | 2 | CO1 |
| 9 | Define divergent thinking. | 2 | CO1 |
| 10 | Give examples of two products where we apply biomimicry creative thinking tool. | 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 | The world has witnessed many innovations failing, mention any one and also the reasons behind the failure. | 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 | | | |

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| 1 | Elaborate on phase models of creativity given by Osborn, Wallas and Cropley. | 15 | CO4 |
| 2 | Applying 7 step CPS frame work of creative problem solving suggest a plan to solve the problem of increasing cases of depression and mental health issues with students in your university. | 15 | Co4 |