

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao- Goa
SY B.Voc. (ST), Semester-IV, Supplementary Examination June 2023
Creative Thinking (STG 403) (Truncated Syllabus 2021-22)

Duration: 2 Hours

Total Marks: 80

Instructions: 1) Figures to the right indicate Full Marks.
2) All Questions are compulsory.

- Q1 Answer any 5 of the following in not more than 50 words. 5 x 2=10**
- a) What do you understand by code communication?
 - b) State 2 disadvantages of preset pattern asking system.
 - c) Why is a quota required in the generation of alternatives?
 - d) State any 2 reasons for the need to think creatively.
 - e) State any 2 reasons why we need to challenge assumptions in daily life.
 - f) State 2 differences between lateral thinking and vertical thinking with respect to suspended judgment
 - g) Identify the possible dominant idea from an article on crime.
- Q2 Answer any 5 of the following in not more than 60 words . 5 x 2=10**
- a) State 2 characteristics of suspended judgment.
 - b) Mention any 4 points in the format of a brainstorming session.
 - c) The challenge: Coming up with ideas for a new shampoo.
 - o Random stimulation: Tree
 - o Using the above example, how will you use random stimulation and generate alternatives to find solutions to the challenge
 - d) Mention any responsibilities of a Note Taker in a brainstorming session
 - e) How does being optimistic and curious help being a creative person?
 - f) Share any instance where you have been creative.
 - g) How a person who enjoys challenges is more likely to be a creative person?
- Q3 Answer the following. (10)**
- A. Cite 10 disadvantages of preset pattern asking system. (5)
 - B. Explain the basic nature of lateral thinking. (5)
- OR
- C. Explain mind as a pattern making system. (5)
- Q4 Answer the following. (10)**
- A. Cite 10 alternatives to address the problem of traffic safety violations (eg. seat belt, helmet) (5)

- B. As a young adult, explain any 2 assumptions in daily life and how you would challenge these assumptions. (5)

OR

- C. Explain in detail any 2 uses of lateral thinking with one example each. (5)

Q5 Answer the following. (10)

- A. Explain these terms in design thinking with one example each. (5)

- a. Design
- b. Redesign

- B. Explain in brief what S, C, M, E and P stand for in SCAMPER method of design thinking with one example each. (5)

OR

- C. You are running a coffee shop selling the best coffee in town. In addition to coffee, what could be other ways to increase your revenue. State at least 10. (5)

Q6 Answer the following. (10)

- A. Explain in detail any 2 features of a Brainstorming session. (5)

- B. Briefly explain any 5 hats in the 6 hat thinking method (5)

OR

- C. How are Analogies used as a technique in lateral thinking? (5)

Q7 Answer the following. (10)

- A. Explain why ideas should not be criticized? (5)

- B. Explain any 2 techniques of lateral thinking with an example. (5)

OR

- C. Explain any 5 duties of the Chairman in a brainstorming session (5)

Q8 Answer the following. (10)

- A. With the help of a diagram explain mind mapping as a method to prepare for your exam. (5)

- B. Explain effects of suspended judgment with examples. (5)

OR

- C. Explain in detail 3 ways in which thinking can be blocked with an example each. (5)