

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**
- What do you understand by code communication?
  - State 2 disadvantages of preset pattern asking system.
  - Why is a quota required in the generation of alternatives?
  - State any 2 reasons for the need to think creatively.
  - State any 2 reasons why we need to challenge assumptions in daily life.
  - State 2 differences between lateral thinking and vertical thinking with respect to suspended judgment
  - 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**
- State 2 characteristics of suspended judgment.
  - Mention any 4 points in the format of a brainstorming session.
  - 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
  - Mention any responsibilities of a Note Taker in a brainstorming session
  - How does being optimistic and curious help being a creative person?
  - Share any instance where you have been creative.
  - How a person who enjoys challenges is more likely to be a creative person?
- Q3 Answer the following. (10)**
- Cite 10 disadvantages of preset pattern asking system. (5)
  - Explain the basic nature of lateral thinking. (5)
- OR
- Explain mind as a pattern making system. (5)
- Q4 Answer the following. (10)**
- 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)