

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao- Goa
SY B.Voc. (ST), Semester-IV, Semester End Examination, April/May 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. 5 x 2 =10**
- a) "Vertical thinking is selective, lateral thinking is generative." Explain.
 - b) "Lateral thinking and vertical thinking are complementary." Explain.
 - c) State any 2 roles that assumption play on blocking our lateral thinking
 - d) How does being optimistic and curious help being a creative person?
 - e) How a person who enjoy challenges is more likely to be a creative person?
 - f) State 2 advantages of having a visual format in design thinking.
 - g) How is a dominant idea different from a crucial factor?
- Q2) Answer any 5 of the following. 5 x 2 =10**
- a) Identify the possible dominant ideas from an article on "POSH"
 - b) Explain the Formal generation of Random Stimulation
 - c) Describe brainstorming in two sentences
 - d) Briefly explain any 2 points of Exposure in Random Stimulation
 - e) Explain in brief any 2 ways in which thinking can be blocked.
 - f) Share any instance where you have been creative.
 - g) If you were asked to do a brainstorming approach to a particular problem, which would be the following coloured hats that you would refer to
 - i) if you had to generate information,
 - ii) find out everyone's intuitions towards the idea
- Q3) Answer the following. (10)**
- A. Cite 10 disadvantages of preset pattern asking system. (5)
- B. Describe the attitudes towards Lateral Thinking. (5)
- OR
- C. Differentiate between lateral thinking and vertical thinking. (5)
- Q4) Answer the following. (10)**
- A. Explain in brief uses of lateral thinking. (5)
- B. Cite 10 alternatives to address the problem of social media addiction. (5)
- OR
- C. Explain any 2 techniques of lateral thinking with an example. (5)

- Q5) **Answer the following.** (10)
- A. "Julie had just got her driver's license and wanted her father's permission to borrow the car. Her parents refused and Julie feels they are being unfair." (5)
- a. What was the real problem? Analyze.
b. Devise 2 possible solutions to make it a win-win situation for all.
- B. Explain in detail 2 effects of suspended judgment.
- OR
- C. Explain why ideas should not be criticized. (5)

- Q6) **Answer the following.** (10)
- A. Cite any 5 duties of the Chairman in a brainstorming session (5)
- B. Explain in your own words, the analogy of a Snowball Rolling down a Mountain and the Spreading of Rumors. How can it be arrested? (5)
- OR
- C. "The formality of a brainstorming session gives one the license to do what one likes with one's own thoughts." Explain in your own words. (5)

- Q7) **Answer the following.** (10)
- A. How are Analogies used as a technique in lateral thinking? (5)
- B. Explain the following design thinking terms with an example. (5)
- a. Design
b. Redesign
- OR
- C. Briefly explain any 5 hats in the 6 hat thinking method. (5)

- Q8) **Answer the following.** (10)
- A. You have a problem of not being able to find keys to your front door when you leave home. Brainstorm on 3 potential ideas to solve the problem using the fractionation method of lateral thinking. (5)
- B. Cite 10 alternatives to address the problem of traffic safety violations (eg. seat belt, helmet) (5)
- OR
- C. Explain how the mind works. (5)