

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)

**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 two 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 any two 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 two points of Exposure in Random Stimulation
- e) Explain in brief any two ways in which thinking can be blocked.
- f) Redesign an office chair to make it more comfortable.
- 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 any ten 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 any ten alternatives to address the problem of social media addiction. **(5)**
- OR
- C. Explain any two 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 any two effects of suspended judgment. (5)

OR

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

**Q6) Answer the following. (10)**

- A. Cite any five 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. "Health is Wealth"- using a diagram, fractionate this challenge into two steps first and then into a satisfactory number of fractions as required. (5)
- B. In the story of the Hare & the Tortoise, which technique of lateral thinking was used? Explain in detail. (5)

OR

- C. Explain in detail any instance where you have Suspended Judgment while working on any problem. (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 three potential ideas to solve the problem using the fractionation method of lateral thinking. (5)
- B. Explain in detail the characteristics of suspended judgment. (5)

OR

- C. Explain how the mind works. (5)