

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- 2024

BBA-II Semester

COURSE CODE(CREDITS): 23BBWHS231 (4)

MAX. MARKS: 35

COURSE NAME: Critical and Creative thinking

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 2 Hour

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*Note: (a) All questions are compulsory.*

*(b) Marks are indicated against each question in square brackets.*

*(c) The candidate is allowed to make Suitable numeric assumptions wherever required for solving problems*

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1. How can incorporating elements of play and experimentation into organization practices stimulate creative thinking and problem-solving? Also, why is being 'overtly specialized' deemed as a barrier to creativity. (5 marks) [CO 5 ]
2. Suggest new product/service ideas for the following consumer segments: (a) Elderly couples, (b) First time international leisure travelers and (c) NRI(s). (5 marks) [CO5 ]
3. Apply SCAMPER technique of creativity for – "food delivery service" or "Online education platforms". (5 marks) [CO5 ]
4. Present with examples the framework of *Johari Window of Personality* and its interrelatedness with creativity. (5 marks) [CO 2,3,4 ]
5. What is Problem Restructuring Ability and how is it related to creative intelligence. (5 marks) [CO 2,3,4 ]
6. Apply the framework of creative and critical thinking to address the issue of low voter turnout in elections. (5 marks) [CO 2,3,5 ]
7. Explain with examples the three key perspectives of competition. How does it help assess feasibility of ideas. (5 marks) [CO 1 ]