

## JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

## TEST -3 EXAMINATIONS- 2026

## BBA-II Semester

COURSE CODE (CREDITS): 23BBWH5231 (4)

MAX MARKS: 35

COURSE NAME: Critical and Creative thinking

COURSE INSTRUCTOR: Anupriya Kaur

MAX. TIME: 2 Hours

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

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

(c) Use of calculator is not allowed

| Q.No | Question                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                         | CO  | Marks |
|------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----|-------|
| Q1   | A traditional Indian snack company known for its packaged namkeen products is facing declining sales among Gen Z consumers who prefer healthier and more interactive snack options. As a marketing innovation consultant, apply the SCAMPER Technique to suggest how the company can redesign its product, packaging, promotion, or customer experience. Use suitable examples for at least four elements of SCAMPER and explain how they may create competitive advantage.                                                                                                                                      | CO5 | 7     |
| Q2   | India's rapid economic growth has increased access to smartphones, online education, food delivery apps, and instant credit facilities even in smaller towns. However, concerns are also rising regarding consumer debt, declining physical activity, data privacy, and growing dependence on digital platforms.<br><br>Critically examine whether India's digital transformation is improving the overall quality of life of citizens or creating new social and economic challenges. Support your arguments with suitable examples from Indian society, business, education, healthcare, or employment trends. | CO4 | 7     |
| Q3   | A startup founder proposes the idea of a "smart community app" for Indian cities. Demonstrate your elaborative ability by transforming this basic idea into a detailed and practical business concept. Explain the app features, target users, revenue model, customer engagement strategy, technology requirements, and possible implementation challenges in the Indian context. Also suggest how the idea can be refined to create long-term competitive advantage.                                                                                                                                           | CO3 | 6     |
| Q4   | Explain the concept of intrinsic motivation and discuss how it contributes to creativity and innovation. Illustrate your answer with suitable examples from business, arts, education, or media.                                                                                                                                                                                                                                                                                                                                                                                                                 | CO2 | 6     |
| Q5   | Write Notes on<br>1. Fluency wrt to creative abilities<br>2. Barriers to critical Thinking<br>3. Physical Workspace Design as stimulant to creativity                                                                                                                                                                                                                                                                                                                                                                                                                                                            | CO1 | 9     |