


RAN-2408000702030002

F.Y.B.B.A. (Sem.-II) (NEP) Examination November - 2025
OEC-2: (Minor) - Creativity and Innovation (Paper I)

[Total Marks: 50

સૂચના : / Instructions

- (1) ઉપરોક્ત દર્શાવેલ વિગતો ઉત્તરવહી પર અવશ્ય લખવી.
Fill up strictly the above details on your answer book
- (2) Write to-the-point answers
- (3) Figures to the right indicate marks allotted to that question.
- (4) Draw diagrams wherever necessary.

Seat No.:

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Student's Signature

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| Q.1. | Answer following questions in brief. (Any Five) | 10 |
| | <ol style="list-style-type: none"> a. What is creativity? b. Define Innovation. c. Mention any two reasons why creativity is necessary in organisations? d. What leads to creative thinking? e. Mention ideal characteristics of creative teams. f. Mention any two ways to assess creativity. g. Differentiate invention and innovation. | |
| Q.2. | Explain in detail the nature of creativity. | 14 |
| | OR | |
| Q.2. | Discuss in detail the nature of innovation. | 14 |
| Q.3. | Explain need for creativity and innovation in organisations. | 14 |
| | OR | |
| Q.3. | Explain role of creativity and innovation in organisations. | 14 |
| Q.4. | Write short notes (Any Two) | 12 |
| | <ol style="list-style-type: none"> a. Creative Thinking b. Tools and Techniques in creativity c. Global Perspectives in creativity d. Creativity in Teams | |