2408000702030002
EXAMINATION APRIL – 2024
BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP)
(SECOND SEMESTER)
MINOR-CREATIVITY AND INNOVATION

[Time: Two Hours] **[Max. Marks: 50]**

Instructions:
1. Fill up strictly the following details on your answer book
   a. Name of the Examination: **BACHELOR OF BUSINESS ADMINISTRATION (NCF-NEP) (SECOND SEMESTER)**
   b. Name of the Subject: **MINOR-CREATIVITY AND INNOVATION**
   c. Subject Code No: **2408000702030002**
2. Sketch neat and labelled diagram wherever necessary.
3. Figures to the right indicate full marks of the question.
4. All questions are compulsory.
5. Write to-the-point answers

Seat No:

Student's Signature

Q.1 Answer following questions in brief. (Any Five) **10**

a. Define creativity.

b. Differentiate Innovation and Invention.

c. Suggest any two ways of generating ideas.

d. What is creative thinking?

e. Why is it necessary for an organisation to assess creativity?

f. Suggest any two ways of evaluating creativity.

g. Why creative thinking is necessary?

Q.2 Discuss in detail the nature of creativity. **10**

OR

a. Explain in brief why creativity an innovation is necessary in business? **5**

b. Explain how to make an idea into reality in brief. **5**

Q.3 Discuss role played by creativity in organizations. **10**

OR

Discuss role played by innovation in organizations. **10**

Q.4 Explain creative insight with reference to creative thinking. **10**

OR

Write a detailed note on idea evaluation. **10**

Q.5 Write short notes (Any Two) **10**

a. Developing creative teams

b. Global perspectives on creativity

c. Researching creativity

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