Birla Institute of Technology and Science, Pilani

I Semester 2015-16

Mid Semester Test

**GS F326: Creative Thinking**

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MM: 20 Duration : 90 Min 9 October 2015

Note: Attempt all the questions in the same order.

Q1.BOSM is organized every year at BITS Pilani to nurture sportsman spirit amongst the college students. Write an article of 150 words about an event which you found extremely interesting and worth remembering. **3**

Q2.Observation is very significant aspect of creative mind. Illustrate how your observation power has increased in the last two months? **2**

Q3.What is creativity? Write 10 phrases to explain creativity. **3**

Q4. “It is not so difficult to love non-human life, if gifted with knowledge about it. The capacity, even the proneness to do so, may well be one of the human instincts. The phenomenon has been called biophilia, defined as the innate tendency to focus upon life and lifelike forms, and in some instances to affiliate with them emotionally.” Mention three creative ways to show your proclivity for non-human. **3** Q5. Fill in the blanks:

a) The four steps of creative process are ------------, ---------------- ,------------and-------------------

b) Human train made in the class signified ----------------------------.

c) Building museum of museums is TED talk by------------------------------

d) Guilford coined the term----------------------------------------- **3**

Q6. Give four prominent techniques of solving a problem. Can problem be better solved alone or in a group? Why or why not? **3**

Q7. Red Telephones were pay phones maintained at a high standard and owned by a private company that has since been bought by Australian Telecom. The difficulty was that in Australia local calls were not limited; for the same initial cost, a user would talk for a long time. Long calls would reduce the revenue to the Red Telephone Company, since the phones would be occupied and others wanting to make several short calls could not do so. The company only got revenue per call, irrespective of the time of the call. Any obvious way of limiting the call or asking for further payment was ruled out because such approaches would put the Red Telephones at disadvantage compared with other phones. What solution would you suggest so that the Red telephones would get their users make shorter telephone calls? 2

Q8. The teacher of creative thinking class is flustered for students’ poor attendance. She wants the students should be regular for the classes. Provide one out of the box solution. **1**

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