

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -1 EXAMINATION- 2025

BBA-II Semester

COURSE CODE (CREDITS): 23BBWHS231 (4)

MAX. MARKS: 15

COURSE NAME: Critical and Creative thinking

MAX. TIME: 1 Hour

COURSE INSTRUCTORS: Anupriya Kaur

Note: (a) All questions are compulsory.

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

Q.No	Question	CO	Marks
Q1	What is the basic premise of the concept- elaborative creativity. A tech company has conceptualized a smart backpack with a built-in solar charger. Apply the concept of elaborative creativity to expand and refine this idea.	CO1	5
Q2	Contrast between intrinsic and extrinsic motivation. Use suitable examples.	CO2	4
Q3	In today's digital world, businesses leverage technology to foster creativity in product development, marketing, and customer experience. Discuss two examples where technology has led to breakthrough creative products or services.	CO3	6