

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -2 EXAMINATION- 2025

BBA-II Semester

MAX. MARKS: 25

COURSE CODE (CREDITS): 23BBWHS231 (4)

COURSE NAME: Critical and Creative thinking

MAX. TIME: 1.5 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	In an advertising agency, a team of young professionals and seasoned experts debate between bold, disruptive ideas and traditional storytelling. (a) <i>How does age influence creativity in this scenario?</i> (b) <i>Suggest ways to integrate both perspectives for an effective campaign.</i> (c) <i>Does creativity decline, remain stable, or improve with age? Justify your answer.</i>	CO3	7
Q2	A company is facing poor employee motivation, leading to low productivity and high turnover. However, the root causes are unclear. Is this a defined or undefined problem? Justify your answer. Design a structured approach to address this problem.	CO3	6
Q3	Successful entrepreneurs and leaders exhibit sensitivity to problems and opportunities,. In the last decade several public campaigns have been initiated by the Government of India. Choose a particular example and present how gaps were identified . Was it an effective campaign? Also propose further innovative solutions on the same.	CO5	6
Q4	Explain in brief (a) Simulation model with respect to problem solving (b) Clarificatory Mechanism with respect to convergent thinking (c) Mini c vs Little c as per 4c Model	CO4	6