

JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT  
TEST -3 EXAMINATION- 2025

BBA-II Semester

MAX. MARKS: 35

COURSE CODE (CREDITS): 23BBWHS231 (4)

COURSE NAME: Critical and Creative thinking

COURSE INSTRUCTORS: Anupriya Kaur

MAX. TIME: 2 Hours

*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	Discuss with examples the four main components of critical Thinking framework.	CO1	6
Q2	What is problem restructuring ability and how is it related to creative intelligence?	CO2	6
Q3	A well-established coffee shop chain, "Brew Haven," is facing a decline in foot traffic and customer engagement despite being located in prime commercial areas. Traditionally, the brand has focused heavily on creating a cozy in-store experience with premium-priced beverages and an emphasis on slow, relaxed coffee consumption.. Use Reversal technique and provide some solutions thereafter.	CO5	8
Q4	Brainstorming is widely regarded as an effective creative problem-solving technique in business strategy development. Explain the key reasons why brainstorming is considered beneficial for generating innovative ideas. Support your answer with relevant examples from marketing or business scenarios.	CO5	7
Q5	The Johari Window is a model that helps improve understanding of oneself and others. Explain how the Johari Window can be used to enhance creativity in team projects. Describe each quadrant briefly and give one example of how sharing ideas openly can lead to more creative solutions.	CO4	8