

Roll No.



**PRESIDENCY  
UNIVERSITY**

**BENGALURU**

**School of Design**

**Mid - Term Examinations - November 2024**

**Semester: 3**

**Date: 04/11/2024**

**Course Code: DES2090**

**Time: 09.30am to 11.00am**

**Course Name: Creative Thinking for Professionals**

**Max Marks: 50**

**Program: B.Des / Communication Design/**

**Weightage: 25%**

**Product Design**

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**Instructions:**

*(i) Read all questions carefully and answer accordingly.*

*(ii) Do not write anything on the question paper other than roll number.*

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**Part A**

**Answer ALL the Questions. Each question carries 2marks.**

**5Qx2M =10M**

- |   |  |         |             |     |
|---|--|---------|-------------|-----|
| 1 | Define creativity.                                       | 2 Marks | Remembering | CO1 |
| 2 | What is the historical perspective of creative thinking? | 2 Marks | Remembering | CO1 |
| 3 | List the five points of creative thinking.               | 2 Marks | Remembering | CO1 |
| 4 | Tell us the basis of creative thinking.                  | 2 Marks | Remembering | CO2 |
| 5 | What does SCAMPER stand for?                             | 2 Marks | Remembering | CO2 |

**Part B**

**Answer ALL Questions. Each question carries 10 marks.**

**4QX10M=40M**

- |   |  |         |               |     |
|---|--|---------|---------------|-----|
| 6 | Describe the role of each stage in the Creative thinking process with suitable examples. | 10Marks | Understanding | CO1 |
|---|--|---------|---------------|-----|

**Or**

- |   |  |         |               |     |
|---|--|---------|---------------|-----|
| 7 | Explain the historical Perspective of creative thinking. | 10Marks | Understanding | CO1 |
|---|--|---------|---------------|-----|

**8** Explain the Brainstorming methods of creative thinking. **10Marks Remembering C01**

**Or**

**9** Discuss the creative thinking for preparation, Inspiration, and verification justify. **10Marks Remembering C01**

**10** Classify and compare the product innovation in creative thinking. **10Marks Remembering C01**

**Or**

**11** Demonstrate the storyboard creation of creative thinking. **10Marks Remembering C01**

**12** List and explain the 5 Principles of creativity. **10Marks Remembering C02**

**Or**

**13** Outline and role of scamper techniques for creative thinking. **10Marks Remembering C02**