PRESIDENCY UNIVERSITY
BENGALURU

SET A

SCHOOL OF DESIGN
END TERM EXAMINATION - JAN 2024

Semester : Semester V -2021
Course Code : DES2090
Course Name : Creative Thinking for Professionals
Program : B.Sc. Multimedia-VFX SFX GAMING

Date : 04-JAN-2024
Time : 1:00 PM - 4:00 PM
Max Marks : 100
Weightage : 50%

Instructions:
(i) Read all questions carefully and answer accordingly.
(ii) Question paper consists of 3 parts.
(iii) Scientific and non-programmable calculator are permitted.
(iv) Do not write any information on the question paper other than Roll Number.

PART A

ANSWER ALL THE QUESTIONS   **4 X 5M = 20M**

1. How creative thinking is applied in trasnportation?

(CO2) [Knowledge]

2. Justify with an example how reverse parameter by SCAMPER technique is applied in design.

(CO2) [Knowledge]

3. 'Creativity is also a cognitive process' - Justify your answer with examples taken for left and right brain activities.

(CO3) [Knowledge]

4. How SCAMPER technique is applied in everyday life. Explain for three parameters.

(CO3) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS   **5 X 10M = 50M**

5. Give a detailed description of process of creative thinking applied to a product or process formulation.

(CO2) [Comprehension]

6. Do all the parameters of SCAMPER relate to linear or vertical thinking? Discuss.

(CO2) [Comprehension]

7. What is the role of nature, silence, meditation and couselling by cleverest thinkers in cultivating creativity?

(CO3) [Comprehension]

8. 'Technology gadgets are improved means to an unimproved end' - Deliberate exclusively with examples.

(CO3) [Comprehension]

9. How creativity is applied in selling a product or a process? Justify.

(CO3) [Comprehension]

PART C

ANSWER ALL THE QUESTIONS

2 X 15M = 30M

10. Discuss in detail the difference between USP (Unique Selling Proposition) and ESI (Emotional Surplus Identity) as a creative process in customer satisfaction and delight.

(CO2) [Application]

11. Differentiate between thinking and worrying with examples applied in design.

(CO3) [Application]