

Roll No



**PRESIDENCY UNIVERSITY
BENGALURU**

**SCHOOL OF DESIGN
MID TERM EXAMINATION - OCT 2023**

Semester : Semester V - 2023

Course Code : DES2090

Course Name : Sem V - DES2090 - Creative Thinking for Professionals

Program : BSM/BDF/BDC

Date : 18-OCT-2023

Time : 9:30AM - 11:00AM

Max Marks : 50

Weightage : 25%

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

(5 X 2 = 10M)

1. What is a metaphor? (CO1) [Knowledge]
2. What is autotelic nature? (CO1) [Knowledge]
3. List the types of creative thinking. (CO1) [Knowledge]
4. Highlight pros and cons of circular thinking. (CO1) [Knowledge]
5. Distinguish between USP and ESI. (CO1) [Knowledge]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Provide a detailed explanation about conducting GD. (CO1) [Comprehension]
7. 'CAR' is not a system! Justify in any case. (CO1) [Comprehension]

PART C

(1 X 20 = 20M)

ANSWER THE FOLLOWING QUESTION

- 8.** Elaborate on 'making objects out of a dream' and 'making dream out of an object' in the context of creativity.

(CO1) [Application]