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**PRESIDENCY UNIVERSITY
BENGALURU**

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

Semester : Semester III - 2022

Course Code : BBA2007

Course Name : Sem III - BBA2007 - Innovation and Creativity in Business

Program : BBA

Date : 31-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. Define the term negative brainstorming. (CO1) [Knowledge]
2. Define the term creative association. (CO1) [Knowledge]
3. Differentiate between creativity & Innovation. (CO2) [Comprehension]
4. Explain the concept of electronic brainstorming. (CO1) [Comprehension]
5. Describe the term 'Brainstorming.' (CO1) [Comprehension]

PART B

ANSWER ALL THE QUESTIONS

(2 X 10 = 20M)

6. Imagine you are a marketing manager for a startup tech company, and you've been tasked with developing a groundbreaking marketing campaign to launch a new product. Your team consists of experienced marketers, but the industry is highly competitive, and you need to stand out. In this context, you must apply expertise, creative thinking skills, and motivation to create a truly innovative marketing campaign. Explain the three elements of creativity. (CO1) [Comprehension]
7. The Creativity Program teaches you to build a creative practice and grow your creativity via ideation, empathizing, prototyping and seeking inspiration. Summarize the above statement (CO2) [Comprehension]

PART C

ANSWER THE FOLLOWING QUESTION

(1 X 20 = 20M)

8. Imagine a creative team working together to develop a groundbreaking advertising campaign for a new product. They've been tasked with coming up with a unique and attention-grabbing concept. After they present their ideas to the client, some members of the team receive high praise for their creativity, while others do not receive the same level of recognition. Now, consider the attribution theory of creativity in this scenario.

1. The attribution theory of creativity help us understand team members attribute the success or lack of success to their creative ideas? Explain this statement.

2. Summarize the key concepts of attribution theory in this context.

(CO2) [Comprehension]