

# VI B Com Creativity & Innovation MCQ's

( BANGALURE UNIVERSITY)

1. Who is the father of modern creativity
  - a. Edison
  - b. Thomas
  - c. Albert
  - d. Paul Torrance
2. "Creativity is seeing what everyone else has seen, and thinking what no one else has thought"
  - a. Albert Einstein
  - b. Robin
  - c. Robert frankin
  - d. Thomas
3. Who developed creativity process
  - a. Robert Frankin
  - b. Graham Wallis
  - c. Paul Torrance
  - d. Gorge
4. A. R. Rahman is an \_\_\_\_\_ composer
  - a. Western
  - b. Hindustani
  - c. Indian
  - d. Folk
5. Disney is considered an \_\_\_\_\_ Cultural Icon
  - a. National
  - b. International
  - c. Domestic
  - d. Local
6. Who is one of the most significant innovators and inventors in American history
  - a. Thomas Edison
  - b. Steve jobs
  - c. Albert
  - d. Bill gates
7. Who found Microsoft
  - a. Thomas Edison
  - b. Steve jobs
  - c. Albert
  - d. Bill gates
8. Disney creative strategies include dreamer ,Realist ,Critic
  - a. True
  - b. False
9. The term \_\_\_\_\_ refers to the process of creating those innovative solutions
  - a. Creativity
  - b. Innovation
  - c. Discovery
10. \_\_\_\_\_ techniques is designed for reframing the problem
  - a. Creativity
  - b. Discovery
  - c. Innovation
11. Incubation is a temporary break from creative problem solving that can result in insight.
  - a. False
  - b. True
12. \_\_\_\_\_ is the process of idea generation and it never goes out of fashion
  - a. 360\*Creativity
  - b. Morphological box
  - c. Mind Mapping

13. A mind map is a graph used to visualize the organized information  
a. True b. False
14. \_\_\_\_\_ is the father of brainstorming  
a. Alex Osborn b. Alex Samuel c. Bill Bernbach
15. Jobs developed products like McIntosh, the ipod and the iPhone  
a. True b. False
16. Intelligence is not necessary ,but it is a sufficient condition for creativity  
a. True b. False
17. The key to mind mapping is to take a note on every idea that comes up  
a. True b. False
18. Who among the following is the founder of Infosys limited?  
a. N.R.Narayana Murthy b. Nandan Nilekani c. N.S.Raghan d. All of the above
19. Who is the founder of coffee day?  
a. Yagnanarayana Maiya b. Peter Buck c. P.C.Musthafa d. V.G.Siddhartha
20. The English word creativity comes from the .....term  
a. Greek b. Latin c. French d. None of the above
21. Innovation is both conceptual and .....  
a. Perpetual b. Expensive c. Nonexistence d. None of the above
22. Innovation means .....  
a. work b. Strength c. Resource d. Technology
23. The most prevent barriers in creativity is.....  
a. History b. Biological c. Psychological d. Sociological
24. Who is the founder of Redbus  
a. Phanindra Sama b. Charan Padmaraja  
c. SudhakarPasupunuri d. All of the above
25. Redbus started steadily in  
a. March 2007 b. August 2006 c. April 2009 d. February 2005

26. Which of the following city Ola cab was introduced for the first time
- a. Mumbai          b. Delhi                  c. Bangalore                  d. Chennai
27. Who is the/are the founder/s of Ola
- a. Bhavish Aggarwal          b. Ankit Bhati          c. both a and b          d. Charan Padmaraju
28. Who is the founder of Flipkart
- a. Sachin Bansal          b. Binny Bansal          c. both a and b          d. Ankit Bhati
29. "Angels" usually provide what type of financing
- a. Debt                  b. Equity                  c. Stock sales          d. none of the above
30. Rabindranath Tagore was a Bengali Polymath
- a. True          b. False
31. Trade mark \_\_\_\_\_
- a. Is represented graphically
- b. Is capable of distinguishing the goods or services of one person from those of others
- c. May include shapes of goods or combination of colours
- d. All of the above
32. Creativity is derived from the latin word \_\_\_\_\_
- a. CREO                  b. CREATIT                  c. CREATIV                  d. CREOS
33. The trademark of airtel is a combination of \_\_\_\_\_
- a. Red and white          b. Blue and white          c. Black and white          d. Green and white
34. Who is the brand ambassador for advertising Big Basket
- a. Amir Khan          b. Shahrukh Khan          c. Abhishek Bachchan          d. Salman Khan
35. Creativity may be a result of the outcome of years of generating ideas
- a. True                  b. False
36. The sources of innovation includes
- a. Oppurtunity          b. Failure                  c. Rejection                  d. Execution
37. The headquarters of Flipkart located in
- a. Bangalore                  b. Chennai                  c. Hyderabad                  d. None

38. The element of invention included
- a. Process                      b. Creation                      c. Scientific                      d. All
39. White hat indicates creativity
- a. True                      b. False
40. Stress is not only a barriers to creativity
- a. True                      b. False
41. A R . Rahman is an Western Music composer
- a. True                      b. False
42. Mortimer mouse had been disney's orginal name
- a. True                      b. False
43. Siddhartha Basu is not a Television Producer and quiz host
- a. True                      b. False
44. Arundhati Roy is an indian author
- a. True                      b. False
45. Aistel's signature tune composed by Ilayaraja
- a. True                      b. False
46. Bill Gates is one of the great business man / Philanthropists.
- a. True                      b. False
47. Creativity is symbolized by \_\_\_\_\_ coloured hat
- a. Red hat                      b. Green hat                      c. Yellow hat                      d. Blue hat
48. \_\_\_\_\_ is a group creativity technique by which efforts are made to find a conclusion for a specific problem by grathering a list of ideas spontaneously contributed by its members.
- a. Brainstorming                      b. Generating                      c. Invention                      d. Conceptualization
49. The Concept " Creativity' is inclusive of Ability, Process, Attitude
- a. True                      b. False
50. Who was the first phonograph motion picture camera?
- a. Thomas Edison                      b. Steve jobs                      c. Albert                      d. Bill Gates