

S B M Jain Evening College, V V Puram, Bengaluru.
(Bengaluru University)

CREATIVITY and INNOVATION
Assignment Writing Questions.

I. Answer the following:-“Question number and correct option Answer you have to write, in case you write only alphabets, NOT CONSIDERED YOUR ASSIGNMENT.

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 theterm

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. Opportunity 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 gathering 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
51. Who is the father of modern creativity
 a. Albert b. Edison c. Thomas d. Paul Torrance
52. State the creativity process
 a. Incubation-verification-illumination-preparation
 b. Incubation-verification-preparation-illumination
 c. Preparation-incubation-illumination-verification
 d. Preparation-incubation-verification-illumination
53. Who developed creativity process
 a. Paul Torrance b. Robert Franken c. Graham wallis d. Gorge
54. Identify the 7 components of creativity
 a. Imagination and originality, flexibility, decision making, communication & expression, motivation, collaboration, Action & movement
 b. Communication & self-expression, motivation, collaboration, action & movement, Collaborative ideas, simulation process, team diversity
 c. Communication & self-expression, motivation, collaboration, action & movement, diversity, management practice, imaginative
 d. Imaginative & originality, flexibility, decision making, communication & self-expression, simulation, action & movement
55. The sudden flash of solution is known as
 a. Incubation b. verification c. illumination d. preparation
56. Creative groups often need to balance contradictory behaviors are characteristics to generate fresh ideas. Which of the following pairs of contradictory behaviors and characteristics does group to balance in order to strengthen its creativity?
 a. Beginners mind are experts perspective c. Freedom and discipline
 b. improvisation and planning d. Focus on process and focus on results

57. Best known for inventing the first long-lasting, commercial incandescent light bulb.
 a. Steve jobs b. Thomas Edison c. Bill Gates d. Albert
58. Greater the degree of resources, greater the creativity and _____ are enabled.
 a. Decision making b. Innovation c. Creation d. Perception
59. _____, _____ & _____ making play an important role in development and enhance creativity for a person
 a. Discretion, judgements, decision c. Discretion, Judgement, innovation
 b. Association , judgements, decision d. Discretion, creation, decision
60. _____ is the group creativity technique by which efforts are made to find a conclusion for specific problem by gathering a list of ideas spontaneously contributed by its members
 a. innovation b. Generating c. Brainstorming d. conceptualization
61. _____ the ability to consider and reconsider, to evaluate ideas
 a. Reflection b. Absorption c. Impression d. Observation
62. _____ is the father of Brainstorming
 a. Alex Osborn b. Alex Samuel c. Bill Bernbach d. Alpha Noel
63. Which the following strategies or techniques not useful in brainstorming
 a. Using guided imaginary to describe ideal scenario.
 b. Keeping constraints such as time and money in mind while envisioning possible solutions.
 c. Looking at ways to adapt the status quo, rather than invent from beginning
 d. Systematically combining the elements of a projector product in different ways
64. The Concept creativity is inclusive of
 a. Newness, creative, imagination c. Ability, process, attitude
 b. Action, Self-reliant, resourcefulness d. attitude, expression, interest
65. _____ is the Indian table player who won the 'Grammy' award in the World Music category?
 a. Vijay Ghate c. Zakir Hussain
 b. Sandeep Das d. Rajendra Nakod
66. Who won "The Bafta Award in The Best Supporting Actor Category Of 2017"?
 a. Anil Kapoor c. Amol Palekar
 b. Irfan Khan d. Dev Patel
67. Who is the new Chairman of Infosys Ltd.?
 a. R Seshasayee c. Vishal Sikka
 b. N Narayan Murthy d. A. G. Balakrishnan
68. _____ Indian Company has signed a mastership repair agreement with US Navy.
 a. Tata & Sons c. Anil Ambani's Reliance Group

b. Mukesh Ambani's Reliance Group d. Adani Group of Industries

69. Which of the statement are true:

- a. Creativity is the talent that you either have or don't have.
- b. The creative process is basically a solitary pursuit.
- c. Age is not the clear predicator of creativity
- d. The smarter you are the more creative you are.

70. The process of evaluating idea to determine which are worth pursuing is called

- a. Divergent thinking
- b. Innovative thinking
- c. Creative thinking
- d. Convergent thinking

71. Match the following:

A	B
i. White Hat	Emotions
ii. Red Hat	Facts
iii. Black Hat	Creativity
iv. Yellow Hat	Logic
v. Green Hat	Control
vi. Blue Hat	Judgement Caution
a. 2,1,5,4,6,3. 3,2,1,5,4,6.	b. 1,2,3,4,5,6.
	c. 1,6,2,5,3,4. d.

72. _____ & _____ activities are associated with better focus enhanced memory and great ability to learn

- a. Physical and mental
- b. Collaborative and associative
- c. Imagining and focusing
- d. exercise and physical

73. _____ flows at different directions which helps an organization to enhance creativity.

- a. Collaborative ideas
- b. Combining ideas
- c. Innovator
- d. Decision making

74. Intrinsic motivation is an internal drive within a person to participate or invest as a personal interest , desires, hopes, goals etc.,

- a. Intrinsic
- b. extrinsic
- c. external
- d. internal

75. Extrinsic motivation is a drive from outside a person and might take the form of rewards, fame, approval, from others etc.,

- a. Intrinsic
- b. extrinsic
- c. external
- d. internal

76. Verification is the largest state of solution which belongs to _____ stage of creativity process

- a. First
- b. second
- c. third
- d. fourth

77. " Creative person should be imaginative, playful, have a wealth of ideas ability to be sliding transitions between facts and fictions" all this put together is called as

- a. Assimilation
 - b. Adaptation process
 - c. Associative orientation
 - d. Self –actualization
78. creative problem solving usually begins with defining the _____
- a. problem
 - b. solution
 - c. illumination
 - d. incubation
79. Which was the first silent Indian film
- a. Raja Harishchandra
 - b. Raja Ramchandra
 - c. Raja Kethri
 - d. Raja Ranjit singh
80. Who voiced the famous cartoon Mickey mouse
- a. Robert Dilts
 - b. Walt Disney
 - c. Hugh Herman
 - d. Mickey Triumph
81. Imagination is the beginning of creation. You imagine what you desire, you will what you imagine and at last you create what you will is by _____
- a. Mickey
 - b. Gates
 - c. Hugh Harman
 - d. Georg
82. Creative problem solving process may also lead to the discovery of prior art and of creative solution by others
- a. True
 - b. False
83. A mind map is a graph used to visualize the organized information
- a. True
 - b. False
84. Disney creative strategies includes dreamer, realistic, critic.
- a. True
 - b. False
85. The concept “creativity” is inclusive of ability, process, attitude
- a. True
 - b. False