

ASSESSMENT # 13

Total Marks: 30

1. Define individual creativity. Also outline some tips for increasing individual creativity. (5)
2. Offer various tips for building a creative environment. (4)
3. Where does creativity fit into the three-phase problem-solving model? (5)
4. Discuss the eight suggestions for effectively defining the problem. (5)
5. How does the RAP Model enhance creativity? (4)
6. How would you build your sales force? Discuss in detail. (4)
7. How does the sales cycle work? Discuss in detail. (3)