

## Creativity and Innovation in Business

**Total Marks: 30**

**Answer the following questions:**

**Q: 1:** Short Questions (15)

- I. Why are creativity and innovation important for business?
- II. Describe Mihaly Csikszentmihalyi's model for creative problem solving.
- III. Outline the various tools for creative thinking.

**Q: 2:** Where does creativity fit into the three-phase problem-solving model? (7)

**Q: 3:** Discuss the eight suggestions for effectively defining the problem. (8)