

### ASSESSMENT # 5

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)