

Creativity and Innovation

Assessment: 7

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)