



Name:

Enrolment No:

UNIVERSITY OF PETROLEUM AND ENERGY STUDIES

End Semester Examination, May 2022

Course: Creativity, Innovation & Foresight

Semester: IV

Program: B.com-Core

/BMI & Tax

Course Code: SDCS2002

Time: 03 hrs.

Max. Marks: 100

Instructions:

SECTION A
10Qx2M=20Marks

S. No.	Attempt all questions	Marks	CO
Q 1	Creativity is using your to make things that are your own or are	2	CO1
Q2	Name the four phases of creativity?	2	CO1
Q3	Name the five stages in the creative process	2	CO1
Q4	Name four stimulants to work creativity	2	CO1
Q5	Give four elements of continuous innovation loop	2	CO1
Q6	A creativity tools technique where you copy nature's ideas and designs to solve human problems is known as	2	CO1
Q7 is the result of a disciplined, systematic process of applying creativity and innovation to needs and opportunities in the marketplace.	2	CO1
Q8	Name any four thinking tools for creative people	2	CO1
Q9	Name the four creative styles given Puccio	2	CO1
Q10 is the ability to develop new ideas and to discover new ways of looking at problems and opportunities.	2	CO1

SECTION B
4Qx5M= 20 Marks

Q 11	Elaborate and explain the term Entrepreneurship?	5	CO2
Q12	Discuss how "Novelty" acts as key aspect in creativity?	5	CO2
Q13	Describe the barriers to creativity?	5	CO2

Q14	Write short note on (any two) 1. Technology forecasting 2. Non cognitive factors in creativity 3. Two types of innovation	5	CO2
SECTION-C 3Qx10M=30 Marks			
Q 15	Discuss in detail the creative styles by Puccio?	10	CO3
Q16	Evaluate the factors that affect our ability to harness creativity?	10	CO3
Q17	Analyze in detail the Graham Walls model of Creativity?	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q 18	Discuss in detail the 5 creative tools, explain with suitable examples?	15	CO4
Q19	<p>Read the case-let carefully and attempt the questions?</p> <p>Google Plus has already become the fastest growing social network, with over 50 million registered users in 88 days! It took Myspace 1,046 days to reach these many users, Twitter 1,096 days, Facebook 1,325 days and LinkedIn 2,354 days... Google Plus benefits from the fact that everyone knows what a social network is at this point, and the reach of Google.com</p> <p>Here are five things that could make Google Plus the social network of the future:</p> <ol style="list-style-type: none"> 1. Repeat Users - How many users are going back to Google Plus and using the social network, over and over again! This is the most crucial metric! Over here, Facebook excels, and also Twitter. 2. Engagement - Amount of good time spent on Google Plus! Are users spending time? How much time? The more time users spend on Google Plus, the more engaged the social network will become... 3. Invitations - Are users inviting their friends to join? Are their friends joining? More sent invitations, more new joins, more new sent invitations from new users... this is how social networks go viral! 4. Everywhere - Can Google Plus plant their flag everywhere as Facebook has done? Google Plus on websites, email signatures, search, major media sites, company sites and more... 5. X factor - The unknown variable that will make users everywhere want to join Google Plus and try it out... and check it out... and come back for more... what is that "I Love IT" X Factor? <p>Larry Page, Google CEO, talked about Google+ growth on the Earnings Call on Jan 19, 2012: "Looking back on 2011, I am most excited by the fact that we significantly improved our velocity and execution, my priority when I</p>	15	CO4

became CEO in April. With Google+, we shipped on average a new feature every day since we launched in June. That's more than 200 updates in total. And those things include a bunch of new Hangout features. In fact, David Beckham just did a **great Hangout** with his fans here this morning. We launched circles in Gmail and + Pages for businesses and many, many other things.

I'm also pleased to announce that **there are over 90 million Google+ users**, well over double what I announced just a quarter ago on our earnings call. Engagement on + is also growing tremendously. I have some amazing data to share there for the first time. + users are very engaged with our products. **Over 60% of them engage daily and over 80% weekly.**

As I said last quarter, Google+ is much more than the individual features themselves. It's also about building a **meaningful relationship** with users so that we can dramatically improve the services we offer. Understanding who people are, what they care about and the other people that matter to them is crucial if we are to give users what they need, when they need it.

Take last week's Search announcement, which I'm really excited about. We've now included personal results in Search. So you can easily find information like **photos and + posts** that are super relevant to you, as well as the people you care about or are interested in. You can even restrict all personal results or easily view Google in the world mode just as you would have before. I really like it, and I encourage all of you to try it out, too." (from www.seekingalpha.com)

Q1. Can it disrupt the mother of all social networks and social media? Is it safe to say that it is a two-horse race now between Facebook and Google+? The growth trajectory of Google+ above must have everyone on the right worried...for now!

Q2. Summarize the case-let?

Q3. What will it take for Google Plus to disrupt Facebook and Twitter?

Q4. Suggest some innovative ideas that google plus can incorporate?