

- (ii) According to brain theory which of the following term is connected to left brain
- Imagination
 - Rhythm
 - Art
 - Logic
- (iii) _____ line, shape, form, color, value, space, and texture.
- The elements of art
 - Three components of colour
 - The Composition
 - The Foundation of creativity
- (iv) Established firms relative to new firms are better at:
- all types of innovation
 - innovation which is competence-enhancing
 - innovation which is competence-destroying
 - Innovation which is disruptive
- (v) Technological progress is a three-step process of
- Creation, pricing, and marketing
 - Invention, innovation, and diffusion
 - Manufacturing, venturing, and promotion
 - Star-ups. imitation, and creative destruction
- (vi) The first discovery of a product or process through the use of imagination, ingenious thinking, and experimentation and the first proof that it will work is
- Process innovation
 - Product innovation
 - Creative destruction
 - Invention



- (vii) Which of the following shows the process of creating something new?
- Business model
 - Modeling
 - Creative flexibility
 - Innovation
- (viii) A major challenge in developing creative thinking skills is to learn how to think _____ in addition to _____
- Emotionally, rationally
 - Vertically, rationally
 - Logical, lateral
 - Lateral, Vertically
- (ix) Creativity is likely to occur when three components come together which involve expertise, creative thinking skills and
- Right type of motivation
 - Proper lighting in the work environment
 - Stable economical conditions
 - Extrinsically motivating conditions in the work environment
- (x) _____ is creative technique in which you arrive at creative ideas by jotting them down yourself rather than working in a group.
- Brainstorming
 - Brainmining
 - Brainwriting
 - Brainreading
2. (a) What do you mean by Aesthetic? (5)
- (b) Why is Aesthetic important in the field of Design? (10)

3. (a) What do you mean by Design? (5)
(b) What are the types of Design? Explain in your own thinking. (10)
4. (a) How do you think like a Designer? (5)
(b) What are the differences between Art, Fine Art and Design? Discuss in your own words. (10)
5. (a) Discuss about the design thinking planning or process. (10)
(b) Define about Elements of Design. (5)
6. (a) "Creativity can always be nurtured". Explain in your own words. (7)
(b) How do you explain a new innovative design product to the client for selling the product? (8)
7. A helmet is utilized to avoid head injury in dangerous situations. Helmets are used in various sports as well as while driving a bike. Explain or Illustrate five DIFFERENT creative ways you can use a helmet other than as a headgear. Draw your thoughts and write a one-line note to explain each idea. Evaluation Criteria: uniqueness, thoughts and presentation. (5+5+5=15)
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