

Total number of printed pages = 3

19/6th Sem/UMCD 601

2022

**CREATIVE THINKING PROCESS  
AND METHODS**

Full Marks – 100

Time – Three hours

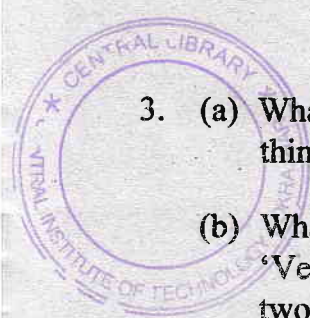
The figures in the margin indicate full marks  
for the questions.

Answer any *five* questions.

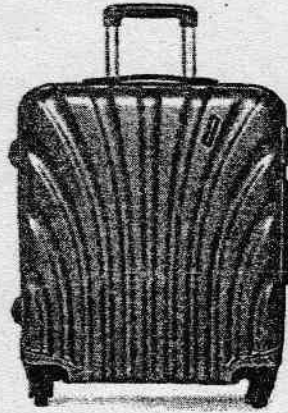
1. (a) What is the purpose of Design ? 4
- (b) Explain the Design Process thinking with example. 6
- (c) “Human communicates through many ways whereas a product communicates through Design”, Do you believe this statement? Answer with an example. 10
  
2. (a) Why ‘Design is the output of Creativity and Innovation’? Give your answer properly. 10
- (b) Differentiate between Critical thinking and Creative thinking with proper example. 10

[Turn over





3. (a) What is the role of education in Creative thinking? 10
- (b) What do you mean by 'Lateral Thinking' and 'Vertical Thinking'? Give example of this two thinking in your own words. 10
4. (a) What are the key dimensions of Critical thinking? 4
- (b) What is the difference between Success and Strength? 6
- (c) 'Design makes technology usable for people'. Do you believe this statement and why? 10
5. (a) How do you explain a new innovative design product to the client for selling the product? 10
- (b) "Creativity can always be nurtured". Explain in your own words. 10
6. Shown in the next page is the picture of a Hardside Suitcase. According to you what are the four most important problems that users might face while using such a Suitcase? Illustrate and explain these problems and describe each problem with its solution.



Evaluation Criteria : Quality and diversity of your observation, Analytical skills, Communication and Reasonable report. 20

7. Write short notes on any *two* of the following :  
10×2=20

- (a) Innovative
- (b) Fuzzi Thinking
- (c) Critical Thinking
- (d) Aesthetics.