



FINAL EXAMINATION

Programme Name	:	BSC. (HONS) MARITIME BUSINESS AND LOGISTICS BA (HONS) BUSINESS
Course Code & Name	:	MPU3223 CREATIVE PROBLEM SOLVING
Duration	:	3 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Please read the instructions given in the question paper **CAREFULLY**.
2. The question paper consists of **FOUR (4)** questions.
3. Answer **ALL** questions in the question paper.
4. Answers to the questions are to be written into the examination booklet.
5. Electronic dictionaries, lecture notes, files or any unauthorised materials except writing equipment are strictly prohibited.

This question paper must be submitted along with all used and/or unused rough papers and/ or graph papers (if any). Candidates are **NOT ALLOWED** to take any examination paper(s) used or unused out of the examination hall.

WARNING:

The Examination Board of Peninsula College Georgetown regards cheating as a very serious offence and will not hesitate to mete out the appropriate punitive actions according to the severity of the offence committed, and in the accordance with the clauses stipulated in the Students' Handbook, up to and including expulsion from Peninsula College Georgetown.

(This booklet contains 3 printed pages including this page)
DO NOT OPEN THIS BOOKLET UNTIL YOU ARE ALLOWED TO DO SO

Answer **ALL** questions on the separate sheet provided.

[100 marks]

1. a) Define the terms creativity and creative thinking. (4 marks)
- b) Explain **THREE (3)** characteristics of a creative person. (9 marks)
- c) List **FOUR (4)** ways you can improve your creative abilities and describe how you would implement these in your life. (12 marks)
- Total: [25 marks]
2. a) State the **FIVE (5)** steps of the Heuristic. (5 marks)
- b) Explain the following brainstorming techniques in generating solutions.
- i) Free Association (5 marks)
 - ii) Vertical Thinking (5 marks)
 - iii) Lateral Thinking (5 marks)
- c) Give any **FIVE (5)** comments that can reduce brainstorming to brain drizzling. (5 marks)
- Total: [25 marks]
3. a) Define cross-fertilization. Give **ONE (1)** example of cross-fertilization. (4 marks)
- b) Define analogy. State the **FOUR (4)** steps of solving problems using analogy. (6 marks)
- c) Define TRIZ. Describe the **FOUR (4)** steps needed to apply TRIZ in problem solving process. (9 marks)
- d)

A smartphone manufacturing company is facing a challenge with their latest flagship model. The battery life of the smartphone is insufficient, and users are frequently complaining about the need to recharge their devices multiple times a day. The company wants to enhance the battery life significantly without making the smartphone heavier or compromising on its performance.
- Based on above scenario create a TRIZ contradiction statement using **IF...THEN...BUT**. (6 marks)
- Total: [25 marks]

- 4 a) Describe the Torrance Tests of Creative Thinking (TTCT). (5 marks)
- b) Discuss the **FOUR (4)** stages of the creative process proposed by Graham Wallas. (8 marks)
- c) Explain the Four C Model of Creativity. (12 marks)
- Total: [25 marks]

- END OF QUESTIONS -