



UNIVERSITI KUALA LUMPUR BUSINESS SCHOOL

FINAL EXAMINATION

JANUARY 2016 SEMESTER

SUBJECT CODE : EIB10703
SUBJECT TITLE : CREATIVE PROBLEM SOLVING
LEVEL : BACHELOR
TIME / DURATION : 9:00AM – 12:00PM / 3 HOURS
DATE : 25TH MAY 2016

INSTRUCTIONS TO CANDIDATES

1. Please read the instructions given in the question paper CAREFULLY.
2. This question paper is printed on both sides of the paper.
3. This question paper consists of **TWO (2)** sections; **Section A** and **Section B**.
4. Answer **ALL** questions.
5. Please write your answers on the answer booklet provided.
6. All questions must be answered in **English** (any other language is not allowed).
7. This question paper must not be removed from the examination hall.

THERE ARE THREE (3) PAGES OF QUESTIONS, EXCLUDING THIS PAGE.

SECTION A (Total: 40 marks)

INSTRUCTION: Answer ALL questions.

Please use the answer booklet provided.

Question 1

a) State **FOUR (4)** types of mental languages.

(2 marks)

b) Recognize and discuss **FOUR (4)** factor of mental barrier.

(8 marks)

(10 marks)

Question 2

Most adults when polled will say that they have a bad memory, and many will blame this on aging. However, most people's memory (or brain) can function much better than they can think. Explain **FIVE (5)** techniques that work with the brain and its design.

(10 marks)

Question 3

Write a short essay based on the article "Creation, imagination, and business: is there a link? ". Your essay should be at least 200 words.

[20marks]

SECTION B (Total: 60 marks)**INSTRUCTIONS: Answer ALL questions.****Please use the answer booklet provided.****Question 1**

Describe in about **200 words** about **your best friends'** thinking preferences based on Ned Hermann's Whole Brain Model.

[20marks]**Question 2**

Creativity is vital for all organizations that want to develop new and novel ideas for problem solving, opportunity finding, innovation and change. McFadzean, in her Creativity Continuum Framework, states that creative problem solving techniques lie on a continuum ranging from paradigm preserving to paradigm breaking.

a. List **FOUR (4)** paradigm preserving techniques.

(4 Marks)

b. List **FOUR (4)** paradigm stretching techniques.

(4 Marks)

c. List **FOUR (4)** paradigm breaking techniques.

(4 Marks)

The creativity continuum presents a number of implications for managers with, perhaps, the two most important implications being those of training and culture. In about **100 words**. Write an essay relating training and culture to the creativity continuum.

(8 Marks)**[20 marks]**

Question 3

Online retailing is growing at an astonishing rate, with online sales now accounting for around one quarter of the total retail market. Retailers who ignore e-commerce may see their trade lessening as customers continue to shift to ordering products online. However they need to think carefully and weigh all the advantages and disadvantages before deciding on whether or not to trade online.

By using a mind map or other techniques, illustrate **FIVE (5)** advantages and **FIVE (5)** disadvantages of online trade.

[20 marks]

END OF QUESTION PAPER