e e **ATLANTIC INTERNATIONAL UNIVERSITY**

**SCHOOL OF HEALTH SCIENCES DEPARTMENT**

**BACHELORS OF PUBLIC HEALTH**

**ASSIGNMENT**

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**STUDENT ID: UB73962HPU83127**

**MODE OF STUDY: ONLINE**

**COURSE : CREATIVIY AND INNOVATION**

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**TUTOR : BRITTNEY JACKSON**

Q1.Creative is

a. the act of turning new and imaginative ideas into reality

b. the process of bringing something new into being

c. requires passion and commitment

d. all of the above

Q2.TO develop your creativity you should

a. commit yourself to developing your creativity

b. reward your curiosity

c. be willing to take risks

d. all of these will develop creativity

Q3.to enhance your creativity you should

a. not be willing to take risks

b .be insecure in your abilities

c. a and b

d. none of the above

Q4.Creative people have

a. only positive traits

b. only negative traits

c. both positive and negative traits

d. no defined traits

Q5.a positive personality trait of a creative person can be

a. artistic

b. open-minded

c. sense of humour

d .all of the above

Q6.Trying new approaches to get things done

a. collaboration

b. communication

c. creativity

d. critical thinking

Q7.Problem solving and creative thinking are two main forms of

a. realistic thinking

b. directed thinking

c. autistic thinking

d. image

Q8.Woodworth has called thinking as

a. sub vocal talking

b .problem solving behaviour

c. mental exploration

d. none of the above

Q9.the central theory of thinking holds that we think only with the help of our

a. peripheral nervous system

b .brain

c. central nervous system

d. none of the above

Q10.decibel (db) is the unit to measure the

a. intensity of sound pressures

b. sensation

c. light movement

d. intelligence

Q11.The clause or phrase is an unit of perception of

a. concept

b. thought

c .language

d. none of the above

Q12.innovation is

a. creation

b. the production or implementation of an idea

c. being new

d. symbolic

Q13.IF u have ideas, but don’t act on them

a. you are imaginative

b. you are creative

c. you are neither

d. you are both

Q14.A product is creative when it is

a. novel

b. appropriate

c. both a and b

d. none of the above

Q15.Creativity traits needed in an entrepreneur are

a. seeing problem as interesting and acceptable

b. seeing hurdles as leading to improvements and solutions

c. both a and b

d. none of the above

Q16.which of these statements is true

A .not everything has to make sense right away

b. positive self-encouragement works

c. use non-logical thinking

d. all of them

Q17.the primary goal during the brainstorming process is to

a. come up with as many ideas as possible

b. analyse each idea as it is presented

c. rate each idea in relation to one another

d. come up with a set number of ideas within a certain time

Q18.to develop your creativity you should

a. commit yourself to developing your creativity

b. reward your curiosity

c. be willing to take risks

d. all of the above

Q19.When using mind mapping to generate product ideas, you begin by writing down the main problem

a. market opportunity

b. supporting facts

c. primary associations

d. situational analysis

Q20.in the six hats technique, what does the blue hat stand for

a. think creatively. What are some alternative ideas?

b. use a positive perspective. Which elements of the solution will work?

c. think broadly. What is the best overall solution?

d. use a negative perspective .which elements of the solution won’t work.