*Creative Approaches to Problem Solving: A Framework for Innovation and Change*, Third Edition

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**Instructor Support: Test File Chapter 1**

***Note:*** Bold type designates keyed correct response in all multiple-choice questions.

**Chapter One**

1. The authors’ definition of creative thinking emphasizes:

a. the strange and unpredictable nature of the creative experience.

b. inventing novel ideas that no one else ever considered before.

**c. generating many, varied, unusual, and detailed options.**

d. using the imagination to produce artistic or musical works.

2. Four basic elements of creative thinking are:

**a. fluency, flexibility, originality, and elaboration.**

b. imagination, fantasy, discovery, and inventiveness.

c. preparation, incubation, illumination, and verification.

d. comprehension, analysis, synthesis, and evaluation.

3. Creative and critical thinking are:

a. opposites that are incompatible.

b. two different terms to describe the same cognitive process.

**c. complementary cognitive processes that work in harmony.**

d. two separate stages of problem solving.

4. The “4 Ps” of a systemic approach to creativity are:

a. Principle, Praise, Products, Profit.

b. Person, Process, Product, Principle,

**c. Person, Process, Product, Press,**

d. Preparation, Playfulness, Pattern, Prize,

5. Which choice presents Besemer’s three categories of creative products ?

**a. Novelty, Style, and Resolution,**

b. Analysis, Synthesis, and Evaluation,

c. Style, Usefulness, and Acceptance*.*

d. Organic, Manufactured, and Abstract,

6. How are the criteria, *logical, useful,* and *valuable* related to creativity?

**a. They are criteria in the same dimension of Besemer’s product categories.**

b. They are criteria representing all three of Besemer’s product dimensions.

c. They are criteria for critical thinking in creative process*.*

d. They are negatively related to the concept of creativity.

7. When generating ideas, “originality” refers to:

a. Generating different categories or themes of ideas.

**b. Generating novel or unusual ideas.**

c. The quantity or total number of ideas generated.

d. Generating ideas that are practical and immediately useful.

8. Which statement is true about the relationship between innovation and creativity:

a. You can’t have one without the other.

b. You can’t have creativity without innovation.

c. They are separate and unrelated concepts.

**d. You can’t have innovation without creativity**.

9. According to Dr. Ruth Noller, creativity is a function of which three?

a. Creative thinking, imagination, and motivation.

**b. Knowledge, imagination, and evaluation.**

c. Fluency, flexibility, and originality.

d. Attitudes, ability, and personality.

10. What are the four stages in Wallas’ model of the creative process?

a. Preparing, generating, focusing, and action.

b. Thinking, Feeling, Doing, and Improving.

c. Preparation, Illumination, Verification, and Implementation.

**d. Preparation, Incubation, Illumination, and Verification.**