

CHUKA



UNIVERSITY

UNIVERSITY EXAMINATIONS

EMBU CAMPUS

EXAMINATION FOR THE AWARD OF THE AWARD OF BACHELOR OF
PSYCHOLOGY DEGREE

PSYC 311: PSYCHOLOGY OF CREATIVE BEHAVIOUR

STREAMS: B.A PYSC Y3S1
HOURS

TIME:2

DAY/DATE: FRIDAY 20/12/2024

2.30 P.M.

-4.30 P.M.

INSTRUCTIONS

- Answer three questions only
- Question one is compulsory
- Answer question one and two other questions
- Do not write on the question paper

Question One (30mks) Compulsory

- a) i. Define the following terms: (6marks)
- Creativity
 - Creative behaviour
 - Innovation
- ii. Name and explain two categories of creativity. (4marks)
- b) i. State and explain three types of creative thinking. (6marks)

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- ii. Examine two benefits of creative thinking. (4marks)
- c) i. What is the meaning of the term brainstorming? (2marks)
ii. State and briefly explain two common methods of brainstorming. (4marks)
- d) Creativity is usually viewed as a decision, and Sternberg (2001) proposes a number of decisions by which one can develop one's own creativity. Outline four such decisions.

(4marks)

Question Two (20mks)

- a) Creative people possess certain unique characteristics. Examine six such characteristics. (12marks)
- b) Creative thought process does not always occur automatically. Rather, one has to be inspired for this to happen. State and explain four suggestions for inspiration. (8marks)

Question Three (20mks)

- a) A number of theories have been put across to explain human creative behaviour. Discuss Rogers' theory of creativity. (10marks)
- b) Creativity has been said to be an active process involved in innovation. Examine the phases of creative process as described by Wallas, (1926). (10marks)

Question Four (20mks)

- a) The growth of creative research has been associated with looking for dependable instruments to measure creativity. Discuss four quantitative approaches to the measurement of creativity. (12marks)
- b) Some creativity researchers have looked at creativity measurement in terms of models. Mention and explain four such models. (8marks)

Question Five (20mks)

- a) Many individuals experience obstacles to creativity, creative ideas and innovation. Examine five obstacles to creative thinking. (10marks)
 - b) It has been widely believed that creativity is a natural talent which cannot be taught, but studies have found that people can improve their creative thinking skills with the right input. Discuss how to guide creative talent and maintain creative output. (10marks)
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