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MKT 4353 - 002

Chapter 8 Quiz

1. Which of the following is NOT a key to creativity?
2. Resources
3. Work group features
4. Fun
5. Organizational support
6. How many rules for brainstorming are there?
7. 2
8. 4
9. 6
10. 8
11. Which of the following is a rule for brainstorming?
12. Follow the rules
13. Embrace creative abrasion
14. It’s a skill
15. All of these are true
16. Who is not an example of a creative genius as illustrated in the slides?
17. Martha Graham
18. Pablo Picasso
19. Martin Luther King, Jr,
20. Albert Einstein
21. Why does promotion need creativity?
22. It is essential for successful brand promotion
23. It is beneficial to society
24. It is persuasive
25. Creativity helps establish the brand
26. What is the Account Executives primary responsibility?

A. Handle employee problems

B. Make sure that the client is happy

C. Deal with client complaints

D. In charge of service centers

1. What little document has a huge role in promoting good teamwork and fostering the creative process?

A. The Little Document

B. Brainstorming Brief

C. Interpersonal Doc

D. Creative Brief

1. What is an organized approach to idea generation in groups?

A. Brainstorming

B. Idea Thinking

C. Creative Generation

D. Cognitive Thinking

1. Which step in the brainstorming rules puts ideas into action?
2. Follow the rules
3. Make it happen
4. It’s a skill
5. Build off each other
6. What is an individual’s preference for thinking about and solving a problem?
7. Creative Abrasion
8. Interpersonal Abrasion
9. Cognitive Style
10. Brainstorming
11. What is a clash of ideas, abstracted from the people who purpose them, from which new ideas can evolve?
12. Cognitive Style
13. Brainstorming
14. Interpersonal Abrasion
15. Creative Abrasion
16. Which rule in brainstorming states that “if you don’t, you’re not really brainstorming?”
17. Follow the rules
18. Fear drives out creativity
19. It’s a skill
20. Listen and learn
21. How many keys to creativity are their?
22. 3
23. 6
24. 7
25. 5
26. When working in a well-established team gets stale and stuck in a rut what kind of visitor helps to ramp up the creative abrasion?
27. Helping Visitor
28. Working Visitor
29. Alien Visitor
30. Service Visitor
31. In the eight rules for brainstorming what does the first rule “Build off each other” mean?
32. Don’t just generate ideas; build off them
33. Put ideas into action
34. Focus on learning and building trust
35. Use a skilled facilitator
36. What is the first rule of brainstorming?
37. Build off each other
38. Listen and Learn
39. Follow the rules
40. Make it happen
41. What is important about self-assessment?
42. Marketing
43. Brand promoting
44. Learning and growing
45. Creativity
46. According to Teresa Amabile how many keys are in creativity in a organization?
47. 6
48. 13
49. 8
50. 10
51. How many creative Geniuses are there?
52. 4
53. 9
54. 7
55. 10
56. At what college does Teresa Amabile do her research at?
57. Texas tech
58. Harvard
59. TCU
60. Yale

Solutions:

1. C
2. D
3. D
4. C
5. A
6. B
7. D
8. A
9. B
10. C
11. D
12. A
13. B
14. C
15. A
16. A
17. C
18. A
19. C
20. B