



University of Ruhuna- Faculty of Technology

Bachelor of Engineering Technology/ Bio-systems Technology Honors

Level 4 (Semester 1) Examination, June/July 2023

Academic year 2021/2022

Course Unit: TCS 4112 Creativity, Innovation and Entrepreneurship Duration: 2 hours

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*Instructions to candidates (Please read carefully)*

- 1) The question paper contains **five (05)** questions.
- 2) Answer only **four (04)** questions.
- 3) Answers should be in English, in the booklets provided.
- 4) Total Marks: 100

**Question No. 01**

“Creativity can solve almost any problem. The creative act, the defeat of habit by originality, overcomes everything” (George Lois)

- a) Mention **five (05)** self-help techniques to enhance creative problem-solving and explain those briefly.

(10 Marks)

- b) Imagine that you are an undergraduate who studies entrepreneurship and who plans to open a restaurant. And further you are going to use a mind map as a tool for idea generation for your business. You are required to create a mind map to launch your restaurant.

(15 Marks)

**(Total 25 Marks)**

**Question No. 02**

- a) Organizational innovation is the ability to generate and adopt new ideas or behaviours and is very important to increase productivity and improve business performance (Jia et al., 2018).

Explain the above statement by taking a real-world example.

(10 Marks)

- b) Organizational innovation can be achieved by introducing new products, new organizational structures, new managerial practices, or changes in organizational culture (Alblooshi et al., 2021).

Using an example for each type, describe **three (03)** different types of innovations that organizations can implement.

(15 Marks)

**(Total 25 Marks)**

**Question No. 03**

Technology entrepreneurship is rapidly gaining attention in the business field with the developments in various technologies worldwide. Innovative-minded people have started business firms to deliver technology products and services as technology entrepreneurs.

- a) As a final-year undergraduate who is specializing in the technology stream, how can you contribute to the prevailing economy in Sri Lanka? Briefly explain at least **five (05)** contributions that you can make to Sri Lankan economy.

(10 Marks)

- b) "It is a good idea for students to launch businesses while still in university". Do you agree with this statement?

By considering the growing trend among collegiate entrepreneurs launching businesses while studying in the university, critically comment on the argument by using **two (02)** examples.

(15 Marks)

(Total 25 Marks)

**Question No. 04**

- a) Entrepreneurship is a lot more than just buying and selling. It involves having a vision, being prepared to put in exceptionally hard work to realize that vision, and considerable planning while taking risk.

Explain the above statement with at least **five (05)** justifications by taking the Ministry of Crab as an example in the Sri Lankan context.

(10 Marks)

- b) (i) List the four steps of the "Entrepreneurship Process". (05 Marks)

(ii) Briefly describe alternative options for raising capital for a new venture by emphasizing why these new ventures need financing facilities.

(10 Marks)

(15 Marks)

(Total 25 Marks)

**Question No. 05**

Briefly explain **five (05)** of the following topics.

- a) Green entrepreneurship
- b) Views of creativity
- c) Reasons for new product failure
- d) Leadership practices for enhancing creativity
- e) SCAMPER as a creativity tool
- f) Tuckman's theory of group development

**(Each carries 5 Marks-Total 25 Marks)**