



**University of Ruhuna- Faculty of Technology**  
**Bachelor of Information and Communication Technology**  
**Level 4 (Semester 1) Examination, February 2023**  
**Academic year 2021/2022**

**Course Unit: TCS 4112 Creativity, Innovation and Entrepreneurship**

**Duration: 2 Hours**

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- Paper contains **five (05)** questions.
  - Answer only **four (04)** questions.
  - Total marks: 100 Marks

**Question No. 01**

- a) “Creative process engagement reflects the extent to which individuals involved in activities such as problem identification, information gathering, idea generation and evaluation, and idea implementation” (Shalley & Gilson, 2004).

Explain the components of creativity process with a real-world example.

**(10 Marks)**

- b) “Workplace creativity concerns the cognitive and behavioral processes applied when attempting to generate novel ideas. Workplace innovation concerns the processes applied when attempting to implement new ideas” (Hughes et al., 2018).

Explain the significance of innovation by giving suitable examples with reference to the statement given.

**(15 Marks)**

**(Total 25 Marks)**

**Question No. 02**

- a) “Successful companies address the human needs and give them priority.” Therefore, an Innovative Culture of a company is a nurturing environment.

Select and briefly explain **five (05)** elements of innovative culture in any organization.

**(10 Marks)**

- b) “Feed your mind. Feed your soul. Feed your pallet” This is uttered by Dharshan Munidasa who is the founder of Ministry of Crab which is the best sea food brand in Sri Lanka.

Explain the concept of innovation by conceptualizing the above statement emphasizing the innovative techniques used by Ministry of Crab and briefly explain his advice for aspiring restaurateurs who are eager to start up their own restaurant.

**(15 Marks)**

**(Total 25 Marks)**

**Question No. 03**

- a) “Digital entrepreneurship embraces all new ventures and the transformation of existing businesses that drive economic and/or social value by creating and using novel digital technologies.” (European Commission, 2005).

As a final year undergraduate who is specializing in technology stream, briefly elaborate **five (05)** contributions you can provide through entrepreneurship for the development of the country.

**(10 Marks)**

- b) Briefly explain the three types of entrepreneurs by giving a real world example for each type of entrepreneur.

**(15 Marks)**

**(Total 25 Marks)**

**Question No. 04**

- a) In the early stages, many new ventures must raise money. Describe the financial needs of these new ventures with an example, particularly during the initial stages of their business start-ups.

**(10 Marks)**

- b) Bootstrapping is finding ways to avoid the need for external financing or funding through creativity, ingenuity, thriftiness, cost cutting, or any means necessary. Explain the **four (04)** importance of bootstrapping by giving examples.

**(15 Marks)**

**(Total 25 Marks)**

**Question No. 05**

Briefly explain five (05) of the following topics.

- a) Green entrepreneurship
- b) Relationship between entrepreneurship and national development
- c) Views of creativity
- d) Crowd funding
- e) Entrepreneurial process
- f) Methods of managing creative workers

**(05 Marks per each)**

**(Total 25 Marks)**