



UNIVERSITY OF RUHUNA

FACULTY OF MANAGEMENT AND FINANCE

Bachelor of Business Administration Degree Programme 2000 Level Second

Semester End Examination - March 2022

Academic Year 2020-2021

ENT 22203- CREATIVITY AND INNOVATION

Duration: Three hours

The Question Paper contains 06 questions.

Answer only Five (05) questions.

01. a) "Creativity can be demonstrated in a number of different ways" Explain this statement.

(05 Marks)

b) "Creativity and Innovation are traits that people strive to cultivate in order to help them see the world in new ways and generate ideas to improve or add to it."

Identify the key differences between Creativity and Innovation

(05 Marks)

c) "Both Creative thinking and Critical thinking involve the use of higher order thinking skills."

Briefly explain "Creative thinking and Critical thinking" .

(04 Marks)

(Total 14 Marks)

02. a) "Idea generation tools are defined as tools that encourage thinking and organization of new ideas around issues or opportunities, either individually or with other people."

Explain the two techniques which can be used for generating new ideas.

(05 Marks)

b) "Innovation is applying creativity to come up with a unique idea or a solution."

Briefly explain the four types of innovation with examples.

(04 marks)

c) "Sources of innovation are often defined as an impulse leading to the undertaking of innovative activities."

Describe the sources of innovation.

(05 marks)

(Total 14 Marks)

03 a) "Research and Development (R&D) includes activities that entrepreneurs undertake to introduce new products and services."

List out the advantages of conducting Research and development (R&D) for entrepreneurs.

(05 Marks)

b). "The introduction of a new product is a strategic decision which should be guided by the company's goals and a new product introduction strategy."

Identify the types of new products with examples.

(05 Marks)

c). "All legal systems provide protection for any movable or immovable property legally acquired and owned by individuals and legal persons in that particular country/territory."

Briefly explain the types of intellectual property rights.

(04 marks)

(Total 14 Marks)

04. a) "Technology has a wide range of potential effects on management" Explain this statement with examples. .

(03 Marks)

b)." A competitive economy is a productive one, Which leads to growth, increase income level and improve well-being."

How do we measure the Competitiveness of a country?

(06 Marks)

c). "When promoting an innovation, there are different strategies used to appeal to the different adopter categories." Discuss this statement with examples.

(05 Marks).

(Total 14 Marks)

05. a) " Small and medium-sized enterprises (SMEs) make up a large part of Sri Lanka's economy, with over one million SMEs accounting for approximately 75 percent of all businesses".

Describe the major policy intervention areas of SMEs in Sri Lanka.

(07 Marks).

b)" National development is a process of reconstruction and development in various dimensions of a nation and development of individuals."

Identify the National Development Problems in Sri Lanka

(07Marks).

(Total 14 Marks)

06. Briefly explain the followings.

- a. Basic Research and Applied Research
- b. The Impact of COVID 19 Pandemic on MSME Sector in Sri Lanka
- c. The Diffusion of Innovation
- d. The National Science and Technology Policy (NSTP)

(03.5 Marks for each)

(Total 14 Marks)
