

	<b>UNIVERSITY OF RUHUNA</b> <b>FACULTY OF MANAGEMENT AND FINANCE</b>	No. of Pages : 04 No. of Questions: 06 Total Marks :70
	BACHELOR OF BUSINESS ADMINISTRATION HONOURS DEGREE 2000 LEVEL SECOND SEMESTER END EXAMINATION - FEB/MAR 2023	<i>Three Hours</i>
<b>ENT 22203- CREATIVITY AND INNOVATION</b>		Academic Year 2021/2022
<b>Instructions</b> <ul style="list-style-type: none"> <li>➔ The question paper contains 06 questions.</li> <li>➔ Answer Five (05) Questions including Question No. 01</li> </ul>		

01. Read the case titled on "Good Looks Cosmetics Company Private Limited" and answer the questions given below.

#### Good Looks Cosmetics Company Private Limited

Miss Nelupulee Samarasingha, the owner of Good looks Cosmetics Private Limited , a graduated from the University of Ruhuna. Then she got an opportunity to work in a chemical company in Australia. Having experience in the chemical industry, she decided to get into the cosmetics industry. She has been successful in her business because of top quality products at a standard price and good presentation of the products. As she is well-educated, the financial statements of the company are also audited.

The capital requirement for the company has been fulfilled by loans. The company has to allocate 10% from the monthly total income to settle down the loan interest and other capital requirements. Sometimes it takes up time to pay the due amount on time because it is difficult to collect money from the clients who bought goods on credit. Thereby she uses jewelry pawning, credit cards etc. to pay the due amount. Good looks Cosmetics has been able to acquire completely new technology during past few years which has paved the way for it to be a leading company in the industry. She says; "We have the required technology but we do not have knowledge in some areas, for instance, advertising. So we are looking forward to improving our knowledge in such areas". The main problem that the company facing today is obtaining raw materials. Miss Nelupulee says;

"Sometimes we only need very small quantities of certain chemicals but we cannot import the exact quantity due to regulations that stipulate the minimum quantity that could be imported".

She further explained that due to the lack of advertising skills and poor market conditions, the company might be affected adversely in the future. However, currently the company is one of the leading cosmetics companies in Sri Lanka. It aims to grow further in the future.

### Questions

- a) This case study revealed that some factors have adversely affected the growth of the business. What are they?

(06 Marks)

- b) Give your creative suggestions to develop the Good looks Cosmetics Company as an undergraduate of an entrepreneurship specialization area.

(08 Marks)

(Total 14 Marks)

02.

- a) "Innovation is the practical implementation of ideas that result in the introduction of new goods or services or improvement in offering goods or services."

Briefly describe the importance of innovation.

(04 Marks)

- b) "There are some myths about critical thinking and problem-solving." Explain.

(04 Marks)

- c) "Entrepreneurship is being able to create and run a business. In entrepreneurship, idea generation is one of the main factors that lead to its success."

Identify the techniques of idea generation and briefly explain the two techniques among them.

(06 Marks)

(Total 14 Marks)

03.

- a) "The interaction between society and technology can be viewed in terms of pushing and pulling."

Briefly discuss this statement with examples.

(04 Marks)

- b) "Companies must be constantly modifying existing products and developing new ones."

State the reasons for introducing new product.

(04 Marks)

- c) "Research and Development is an essential function for many businesses, which supports in launching new offerings or improving existing ones is a way for a business to remain competitive and make profit".

Briefly explain two main types of research with examples.

(06 Marks)

(Total 14 Marks)

04.

- a) "Creativity and innovation is important for SMEs" Why? Explain.

(04 Marks)

- b) "Global competitiveness is an ability of nation to provide quality products and services at competitive prices thereby providing adequate returns."

Briefly explain the importance of Global Competitiveness.

(04 Marks)

- c) "Intellectual property rights (IPR) refers to the legal rights given to the inventor or creator to protect his invention or creation for a certain period of time."

Explain this statement with examples.

(06 Marks)

(Total 14 Marks)

05.

a) Briefly explain the strategies that can be implemented to bring the message about a product or service to the marketplace.

(06 Marks)

b) "There is an ongoing economic crisis in Sri Lanka." Discuss the Sri Lanka multidimensional crisis situation.

(08 Marks)

(Total 14 Marks)

06. Briefly explain the following concepts.

- a. Classification of Product
- b. The International Arena on Intellectual Property
- c. Diffusion of an innovation
- d. Developmental Research

(03.5 Marks for each)

(Total 14 Marks)

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