

# University of Ruhuna - Faculty of Technology

Bachelor of Engineering Technology / Bachelor of Information and Communication  
Technology

Level 4 (Semester 1) Examination, November/December 2020

TCS 4112 – Creativity, Innovation and Entrepreneurship

**Instructions to candidates (Please Read Carefully):**

- 1) Time allowed: **02 hours**
  - 2) The Question Paper contains Five (5) questions.
  - 3) **Answer only Four (04) questions.**
  - 4) Answers should be in English, in the booklets provided.
  - 5) Total Marks: 100
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## Question No. 01

- a) It is highly essential for Sri Lanka to promote entrepreneurship through the development of an “entrepreneurial culture”. As a final year undergraduate who is specializing in technology stream, briefly elaborate the types of barriers associated in becoming as an entrepreneur in Sri Lanka.  
(10 marks)
- b) “The role of entrepreneurship in the regional and the local development of a country involves more than just income generation; it involves initiating notable changes in the structure of the business and the society”. Explain the above statement in terms of the role of Entrepreneurship in regional and local development.  
(15 marks)

(15 marks)

**(Total 25 Marks)**

**Question No. 02**

- a) "Creativity is the ability to look where everyone else is looking and see what no one else can see". Explain the importance of creativity with reference to the statement given.

(10 marks)

- b) What are the characteristics of a creative environment and explain the three components of Creativity.

(15 marks)

(Total 25 Marks)

**Question No. 03**

- a) Creativity is process which trigger several insights where you feel, you need to invest your knowledge and skills into something prospective. Briefly explain the 5 stages involved in "Creativity process".

(10 marks)

- b) Creativity techniques are important to any individual or organization for innovations. Select any three creativity techniques and briefly explain how these techniques are important for innovations.

(15 marks)

(Total 25 Marks)

**Question No. 04**

a) Many new business startups need to raise money during their early life. Explain why these new ventures need finance especially during the early part of the life cycle of their business startups.

(10 marks)

b) Write down the 4 steps involved in “Entrepreneurial Process” and briefly explain alternative sources available for raising funds for a new business.

(15 marks)

**(Total 25 Marks)**

**Question No. 05**

Write short notes for the following.

- a) Barriers to Creativity
- b) Characteristics of Successful Entrepreneurs
- c) Successful venture life cycle Stages
- d) Crowd funding
- e) Business Model Canvas

**(5 marks for each, Total 25 Marks)**

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