

**UNIVERSITY OF RUHUNA****FACULTY OF MANAGEMENT AND FINANCE****Bachelor of Business Administration Degree Programme 2000 Level Semester II****End Examination (February/ March 2021)****ENT 22203– CREATIVITY AND INNOVATION****Duration: Three hours****The Question Paper contains 06 questions.****Answer Five (05) questions.****Question 01**

- a) “Creativity is the novel step of being the first to identify that something might be possible in the first place. But innovation is the action of putting things into practical reality, despite challenges and resistance, rather than just contemplating.”

Compare the key differences between Creativity and Innovation.

(05 Marks)

- b) Creative thinking is the process of nurturing your imagination allowing you to “think out of the box”.

Briefly explain the basic principles of Creative Thinking.

(03 Marks)

- c) “Idea generation techniques are a great way to shake up your routine and spark new thoughts.”

Explain this statement with using two idea generation techniques.

(06 Marks)

(Total 14 Marks)

### Question 02

- a) "Research and Development and Innovation is the process of developing and commercializing new ideas, implementing new processes or changing the way the business makes money".

Explain the role of Research and Development in Innovation Management

(04 Marks)

- b) "Research and development (R&D) includes activities that entrepreneurs undertake to innovate and introduce new products and services."

What are the advantages of Research and development (R&D) for entrepreneurs?

(05 Marks)

- c) Compare the basic research and the applied research with two examples in each research type.

(05 Marks)

(Total 14 Marks)

### Question 03

- a) "Product development is the process of creating a new product to be sold by a business or enterprise to its customer."

Briefly explain the steps of Product development Process.

(06 Marks)

- b) Why new product development is vital for entrepreneurs?

(03 Marks)

- c) "Intellectual Property has a monetary value. Intellectual Property can be owned, transferred, sold or licensed."

Explain this statement with examples.

(05 Marks)

(Total 14 Marks)

### Question 04

- a) "The National Science and Technology Policy (NSTP) of Sri Lanka encourage collaborative research partnerships between public sector Science and Technology institutions and industries."

Briefly discuss the activities of the Science and Technology Policy Research Division of Sri Lanka.

(05 Marks)

b) Identify key weaknesses of the current status of the Science & Technology Sector of Sri Lanka.

(06 Marks)

c) "There are three main types of innovations that are diffused in different way".

Describe this statement.

(03 Marks)

(Total 14 Marks)

### Question 05

a) "The Government of Sri Lanka recognizes SMEs as the backbone of the economy." Explain why SMEs are important to National Development in Sri Lanka?

(07 Marks)

b) "National Innovation System (NIS) can be defined as a network of elements which include public, private and academic sector whose interactions and collaborations will induce the creation and use of knowledge for national economic benefit."

Discuss Problems of National Innovation System with appropriate examples from Sri Lanka.

(07 Marks)

(Total 14 Marks)

### Question 06

Briefly explain the following concepts.

- a. Pillars of Competitiveness
- b. COVID-19 and Innovation
- c. Innovation Adoption Life Cycle
- d. Categories of Intellectual Property

(03.5 Marks for each)

(Total 14 Marks)

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