



# **MURANG'A UNIVERSITY OF TECHNOLOGY**

## **SCHOOL OF BUSINESS AND ECONOMICS**

### **DEPARTMENT OF COMMERCE**

#### **UNIVERSITY ORDINARY EXAMINATION**

**2017/2018 ACADEMIC YEAR**

#### **THIRD YEAR FIRST SEMESTER EXAMINATION FOR BACHELOR OF SCIENCE IN ENTREPRENEURSHIP**

**BHE 202: CREATIVITY AND INNOVATIONS**

**DURATION: 2 HOURS**

**DATE: 15<sup>TH</sup> DECEMBER 2017**

**TIME: 9.00- 11.00 AM**

#### **Instructions to Candidates:**

1. Answer **Question 1** and **Any Other Two** questions.
2. Mobile phones are not allowed in the examination room.
3. You are not allowed to write on this examination question paper.

## **SECTION ONE - COMPULSORY**

### **QUESTION ONE**

- a) Define the following terms (8 Marks)
  - i. Creativity
  - ii. Discovery
  - iii. Invention
  - iv. Innovation
- b) Creativity is likely to occur when the business climate is right. Explain eight characteristics of the right climate of creativity in a business (8 marks)
- c) Explain nine principles that enhance innovation (9 marks)
- d) Outline the stages of adaptation and diffusion (5 marks)

## **SECTION TWO – ANSWER ANY TWO QUESTIONS**

### **QUESTION TWO**

- a) Over the last decade innovation and creativity have become critical skills for achieving success in developed economies. Justify (10 marks)
- b) Discuss five factors that make an innovation to be adopted easily. (10 marks)

### **QUESTION THREE**

- a) Outline the process of innovation (7 Marks)
- b) The confluence approach provides important insight factor that contributes to creativity. Explain basic resources that propose that creativity emerges out of the confluence (13 Marks)

### **QUESTION FOUR**

- a) Describe innovation in the theory of economic according to Joseph Schumpeter (10 marks)
- b) Evaluate five techniques for improving technology (10 Marks)