



MURANG'A UNIVERSITY OF TECHNOLOGY

SCHOOL OF BUSINESS AND ECONOMICS

DEPARTMENT OF HUMAN RESOURCE

UNIVERSITY ORDINARY EXAMINATION

YEAR FOUR SEMESTER ONE 2023/2024 ACADEMIC YEAR

UNIT CODE: BHE 202

UNIT TITLE: CREATIVITY AND INNOVATION

DURATION: 2 HOURS

INSTRUCTIONS TO CANDIDATES:

1. Answer question **ONE** 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 A (30 MARKS)

QUESTION ONE

- a) Differentiate three types of creativity (6marks)
- b) Define the term intellectual property right protection (2marks)
- c) Outline any five characteristics of organizational climate that need to be nurtured (5marks)
- d) Identify the process of innovation by an individual (7marks)
- e) Highlight any five goals of innovation in an organization (3marks)
- f) Explain the economic theory of innovation according to Schumpeter (5marks)

SECTION B (40 MARKS) ANSWER ANY TWO QUESTIONS

QUESTION TWO

- a) Explain the importance of intellectual property rights to a small business (10marks)
- b) Innovation to business can mean introducing new or improved products services or processes. Discuss five approaches to successful innovation in an organization (10marks)

QUESTION THREE

- a) There are various levels of innovation based on the uniqueness of the idea. Discuss (10marks)
- b) Explain the stages of adoption and diffusion of an innovation (10marks)

QUESTION FOUR

- a) With the aid of a diagram, explain the categories of innovation adopters (10marks)
- b) The confluence approach provides important insight factors that contribute to creativity. Explain basic resources which propose that creativity emerges out of confluence (10marks)