TECHNICAL UNIVERSITY OF MOMBASA

School of Business

Department of Business Administration

UNIVERSITY EXAMINATION FOR:

BACHELOR OF BUSINESS AND OFFICE MANAGEMENT

BOM 4303: BUSINESS CREATIVITY AND INNOVATION

END-OF-SEMESTER EXAMINATION

SERIES: DECEMBER 2024

TIME:2HOURS

DATE: Pick DateDec2024

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass and student ID

This paper consists of **FIVE** questions. Attemptquestion ONE (Compulsory) and any other TWO questions.

Do not write on the question paper.

Question ONE

a) There are many stories like how during the 1970 Apollo 13 NASA moon mission, engineers and scientists at ground control only had hours to produce, test, and instruct the astronauts on how to produce an air filter using nothing but the materials the astronauts had around them. Or how modern video game developers often need to work right up until the last minute to finish a game before it is released to critical acclaim. There are also countless examples of people who say they work best under pressure, using deadlines as a motivation to get their best work done.

In view of the statement above; discuss any five effects of Time Pressure on Creativity. (10marks)

b) Discuss the six thinking hats as advocated by Edward de Brono. (12 marks)

c) Enumerate any four issues which can prevent effective decision making in the process of creative thinking. (8 marks)

Question TWO

a) With the aid of a diagram explain the innovation process. (10 marks)

b) Elaborate five characteristics of innovation. (10 marks)

Question THREE

a) Highlight any five creative rules of thumb. (10 marks)
b) Differentiate between the following terms as used in Innovation.

i) Technological and organizational innovation
ii) Product and process innovation
iii) Architectural and Component Innovation.
iv) Competence Enhancing and Competence-Destroying innovation. (10 marks)

Question FOUR

a) Describe five Organizational indicators of innovation. (10 marks)

b) Explain the following theories in creativity:

i) Evolutionary theory of Nelson and Winter. (5 marks)

ii) The model of the dynamic capabilities of David Teece. (5 marks)

Question FIVE
a) Outline the Key steps involved in moving innovations to the market. (10 marks)

b) Highlight any five ways of boosting creativity. (10 marks)