



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

SPECIAL/SUPPLEMENTARY EXAMINATION

SERIES: JULY 2025

TIME: 2 HOURS

DATE: Pick Date Jul 2025

Instructions to Candidates

You should have the following for this examination

-Answer Booklet, examination pass, and student ID

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

Do not write on the question paper.

Question ONE

- a) Describe five differences between creativity and innovation. (10 marks)
- b) Highlight five components of creativity. (10 marks)
- c) An idea funnel is a tool used to determine which creative ideas are most advantageous to a business. In view of this statement explain any five stages of the idea funnel stage (10 marks)

Question TWO

- a) Adif Company has been contemplating on whether to go through the innovation process after successfully generating good creativity concepts. Advise the Company on five common financial challenges they are going to face during the innovation process. (10 marks)
- b) Highlight five tools for recognizing business Opportunities. (10 marks)

Question THREE

- a) Explain five ways through which creative groups can enhance creativity. (10 marks)
- b) Discuss five barriers to creativity and innovation in an organizational set up. (10 marks)

Question FOUR

a) Individual creativity involves many components that work together to help generate useful and original ideas. Outline any five components. (10marks)

b) Explain the following terms as used in creativity and Innovation

- I. Systematic innovation
- II. Theory of Inventive Problem Solving
- III. Incremental innovation
- IV. Stage-gate Systems
- V. Organizational enrichment

(10 marks)

Question FIVE

a) Outline five organizational Innovation indicators. (10 marks)

b) With the aid of examples describe the purpose of the left and right brain hemispheres in creativity. (10 marks)