



**HIGHER EDUCATION CERTIFICATE  
END OF SEMESTER EXAMINATIONS - APRIL 2025**

**PROGRAMME: HEC**

**YEAR/SEM: YEAR 1/SEMESTER 2**

**COURSE CODE: FDN 1202**

**NAME: CREATIVITY, INNOVATION AND TEAM WORK**

**DATE: 2025-04-23**

**TIME: 2:00-5:00PM**

**INSTRUCTIONS TO CANDIDATES:**

1. Read the instructions very carefully
2. The time allowed for this examination is STRICTLY three hours
3. Read each question carefully before you attempt and allocate your time equally between all the Sections
4. Write clearly and legibly. Illegible handwriting cannot be marked
5. Number the questions you have attempted
6. Use of appropriate workplace examples to illustrate your answers will earn you bonus marks
7. Any examination malpractice detected will lead to automatic disqualification.

**DO NOT WRITE ANYTHING ON THE QUESTION PAPER**

## **Section A Answer All. Each Answer carries two marks**

### **Question 1:**

Explain what creative block means:

### **Question 2:**

What is Innovation?

### **Question 3:**

List some questions invoke thought and original thinking gives creativity and innovation.  
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### **Question 4:**

21<sup>st</sup> century learners will use technologies not invented to do jobs that don't exist yet  
Explain

### **Question 5:**

What are the steps to design thinking and making innovative products?

### **Question 6:**

What is AI?

### **Question 7:**

Describe the future of information technology is skewed towards AI not human engineers

### **Question 8:**

List some recent creative ideas in the market:

### **Question 9:**

1. What are learning methods for 21<sup>st</sup> century students:

### **Question 10:**

Write the criteria for a good Entrepreneurial concept:

## Section B Answer any four questions

### Question 1:

- What is value proposition to a creative entrepreneur.....5 Marks
- What are the factors between a creative idea and financial reward.....7 Marks
- List ten methods through which innovation is measured.....8 Marks

### Question 2:

- List the myths and misconceptions on creativity.....5 Marks
- List the myths and misconceptions on innovation.....5 Marks
- Innovation isn't just technology; list other areas of business where innovation is..10 Marks

### Question 3:

- Make a case for the value of creativity and innovation to an entrepreneur.....7 Marks
- What is the difference between creativity and innovation.....7 Marks
- What are the drivers of innovation not creativity.....6 Marks

### Question 4:

- What is a good creative concept.....5 Marks
- What is the criteria for a good creative concept.....5 Marks
- Explain difference between market driven and creative driven to the market...10 Marks

### Question 5:

- How do you become more creative?.....5 Marks
- Creativity exists not only where it creates great historical works, but also everywhere human imagination combines, evolves and manifests. Explain..... 7 Marks
- Write on subject convergent and divergent thinking as tools for creativity.....8 Marks

### Question 6:

- What are requirements to register intellectual resources with authorities.....8 Marks
- What determines the value of an intellectual resource.....6 Marks
- Explain the following:
  - Trademarks.....2 Marks
  - Patents.....2 Marks
  - Trade secrets.....2 Marks