INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

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:
TIME:

INSTRUCTIONS TO CANDIDATES:

SECTION A

Answer All. Each Answer carries two marks

Question 1:

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

Question 2:

21st century learners will use technologies not invented to do jobs that don’t exist yet

Explain

Question 3:

1. What are learning methods for 21st century students:

Question 4:

List some questions invoke thought and original thinking gives creativity and innovation.
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Question 5:

What sources of creative Ideas:

Question 6:

Write the criteria for a good Entrepreneurial concept:

Question 7:

Disadvantages of concept validation are:

Question 8:

List some barriers to creativity:

Question 9:

List some recent creative ideas in the market:

Question 10:

What is Machine learning?

Question 11:

What is AI?

Question 12:

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

Question 13:

What factors are between innovation and entrepreneurship?

Question 14:

What is Innovation?

Question 15:

What is the advantages of creativity in employment and entrepreneurship?

Question 16:

List five 21st century creative products:

Question 17:

Explain what creative block means:

Question 18:

What are the considerations in creating an environment that supports creativity:

Question 19:

What are some misconceptions on creativity:

Question 20:

What factors are between creativity and innovation:

SECTION B

Answer any four questions

Question 1:

What is concept validation.....5 Marks

What are the advantages of concept validation.....5 Marks

What are the disadvantages of concept validation.....10 Marks

Question 2:

1. Write on any three most creative inventions you know.....6 Marks

What is the value of design in the innovative process.....8 Marks

What is the difference between innovation and invention.....6 Marks

Question 3:

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 4:

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

Question 5:

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 6:

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 7:

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 8:

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 9:

Innovation does not just involve technology;

Explain through which other facets of business Innovation can be applied:.....6 Marks

A good idea does not mean entrepreneurial Success and financial Reward.

Explain.....7 Marks

What are the sources of creative Ideas you know?.....7 Marks

Question 10:

Write short notes on the following:

Information Creation: Content.....3 Marks

Innovation.....3 Marks

I.T Reality.....3 Marks

Global Citizenship.....3 Marks

Responsibility.....3 Marks

Explain the relationship between Creativity – Innovation – Entrepreneurship....5 Marks