INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

HIGHER EDUCATION CERTIFICATE

END OF SEMESTER EXAMINATIONS - AUGUST 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

Question 1:

What is your definition of thinking outside the box?.....2 Marks

Question 2:

Explain 21st century skills.....2 Marks

Question 3:

Write your views on A.I?.....2 Marks

Question 4:

Define machine learning?.....2 Marks

Question 5:

Why is innovation more valued to creativity by the market?.....2 Marks

Question 6:

Define creativity?.....2 Marks

Question 7:

Explain link between creativity and technology in historic terms?.....2 Marks

Question 8:

Why must intellectual property be technical in nature?.....2 Marks

Question 9:

What value does intellectual property add to a product?.....2 Marks

Question 10:

List gaps in business where information technology is useful .....2 Marks

Question 11:

Write on role of information technology in enhancing creativity.....2 Marks

Question 12:

Why do we validate new concepts and products in the market?.....2 Marks

Question 13:

Creativity exists not only where it creates great historical works,

but also everywhere human imagination combines,

evolves and manifests. Explain.....2 Marks

Question 14:

Innovation does not just involve technology;

Explain other areas of business, innovation can be applied:.....2

Marks

Question 15:

What factors are between a concept and financial reward?.....2 Marks

Question 16:

Define convergent thinking and why it is important to creativity.....2 Marks

Question 17:

What is divergent thinking and why it is important to creativity.....2 Marks

Question 18:

What are requirements to register intellectual property?.....2 Marks

Question 19:

According to you, what drives innovation?.....2 Marks

Question 20:

Creativity is an academic study? Explain.....2 Marks

SECTION B

Answer Any Three

Question 1:

a. Explain the diagram below in detail:.....10 Marks

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b. Explain difference between critical and creative thinking.....5 Marks

c. Explain the difference between innovation and invention.....5 Marks

Question 2:

a. 5 features in journey between creativity and innovation.5 Marks

b. 5 features in between innovation and entrepreneurship5 Marks

c. Explain value of innovation to the creator and market..10 Marks

Question 3:

a. List three types of jobs AI can’t do?.....5 Marks

b. Why is google search different from GPT?.....5 Marks

c. Write on the advantages and limitations of GPT?.....10

Marks

Question 4:

a. Define value proposition.....5 Marks

b. Create a proposed value for an original product.....10 Marks

c. What is a business model?.....5 Marks

Question 5:

a. What are components of a business model?.....10 Marks

b. What are types of innovation?.....5 Marks

c. List ten innovative products of the last decade.....5 Marks

Question 6:

a. Write on the sources of creative ideas?.....5 Marks

b. A good idea ≠ Success and Profitability. Explain.....5 Marks

c. What are the criteria for a good concept/ Idea?.....10 Marks

Question 7:

a. Discuss creative driven approach to the market.....5 Marks

b. Discuss market driven approach to the market.....5 Marks

c. What is concept validation and why is it necessary.....10 Marks

Question 8:

a. Give your understanding of concept variations in technology or knowledge.....5 Marks

b. Explain some socioeconomic effects of concept variation.....10 Marks

c. Explain technologies with critical effects to humanity.....5 Marks

Question 9:

a. Write the myths and misconceptions on creativity you know?.....5 Marks

b. Write on myths and misconceptions on innovation you know?.....5 Marks

c. List ten ways to measure the incremental results per innovation.10 Marks

Question 10:

a. What is a creative block to a a creative person.....5 Marks

b. List ten ways to overcome a creative block.....10 Marks

c. Write the debate between STEM and social sciences.....5 Marks