INTERNATIONAL UNIVERSITY OF EAST AFRICA
'Learning to Succeed'

HIGHER EDUCATION CERTIFICATE

END OF SEMESTER EXAMINATIONS - DECEMBER 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 creativity?.....2 Marks

Question 2:

What is process innovation?.....2 Marks

Question 3:

What are 21st century skills?.....2 Marks

Question 4:

What is digital literacy?.....2 Marks

Question 5:

What is Technology?.....2 Marks

Question 6:

Write any five creative products in the past decade.....2 Marks

Question 7:

Mention any five creative services in the past decade.....2 Marks

Question 8:

What is the difference between innovation and invention?.....2 Marks

Question 9:

What is Artificial intelligence?.....2 Marks

Question 10:

What is the box in the phrase thinking outside the box?.....2 Marks

Question 11:

What is commercialization?.....2 Marks

Question 12:

What is a creative block?.....2 Marks

Question 13:

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

Question 14:

What is utility to creative entrepreneurs?.....2 Marks

Question 15:

What creates market value of intellectual property?.....2 Marks

Question 16:

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

Question 17:

Mention three patents.....2 Marks

Question 18:

What is STEM?.....2 Marks

Question 19:

Define value of questions to creativity.....2 Marks

Question 20:

What are the two views of creativity?.....2 Marks

SECTION B

Answer Any Three

Question 1:

A. What are ethics in creativity?.....10 Marks

B. Mention 10 ethical concerns in creativity?.....10 Marks

Question 2:

A. What are requirements between creativity and innovation?.....10 Marks

B. What are requirements between innovation and entrepreneurship?.10 Marks

Question 3:

A. What is value of Artificial intelligence for service industry?.....10 Marks

B. Write any five jobs Artificial intelligence cannot do.....10 Marks

Question 4:

A. Explain unique value propositions of any five products.....10 Marks

B. Explain unique value propositions of any five services.....10 Marks

Question 5:

A. What is the link between innovation and a business model?.....10 Marks

B. What factors Influence creation/discovery of opportunities?.....10 Marks

Question 6:

A. 21st century learners will use technologies that have not been invented to do jobs that do not exist. Explain.....10 Marks

B. What are the requirements for learners in the 21st century.....10 Marks

Question 7:

A. How does the law protect creativity?.....10

Marks

B. Create any product with steps to design thinking.....10 Marks

Question 8:

A. What are the misconceptions of creativity?.....10 Marks

B. What are the misconceptions of innovation?.....10 Marks

Question 9:

A. Write on the two types of innovation.....10 Marks

B. Why is innovation considered in the market.....10 Marks

Question 10:

A. What are the criteria for creative entrepreneurship?.....10 Marks

B. Write on the economic value of creativity.....10 Marks