



Uva Wellassa University
Faculty of Animal Science & Export Agriculture
Year IV Semester I
End Semester Examination – Feb/March 2011



Innovation and Creativity Management (EAG 421-2)

Instructions

Answer **all** questions

No. of questions : Two (02)

No. of pages : One (01)

Time : One hour (1 hr)

Total marks allocated : 60/100 marks

Index Number:

Part II

Question 1: (30 Marks)

- a) After assuming the duties as the Change Manager in one reputed Agribusiness firm, you have been asked to produce a proposal on "How do the innovative organizations radically different from traditional organization. Prepare a brief proposal explaining the distinguish characteristics of an innovative organization. (20 marks)
- b) Most of creative ideas generated in an organizational environment are not materialized due to lack of planning. Briefly explain the creative idea implementation planning process (CIIP). (10 marks)

Question 2: (30 Marks)

- a) Briefly explain following creative problem solving techniques. (9 marks)
 - i. Brainstorming and reverse brainstorming
 - ii. SCAMPER
 - iii. 5 Why's
- b) Write short notes on following topics
 - i. Rewarding innovations
 - ii. Innovation process management (IPM)
 - iii. Need and relevance of innovation for agricultural development in Sri Lanka.

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