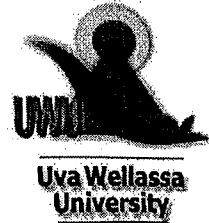
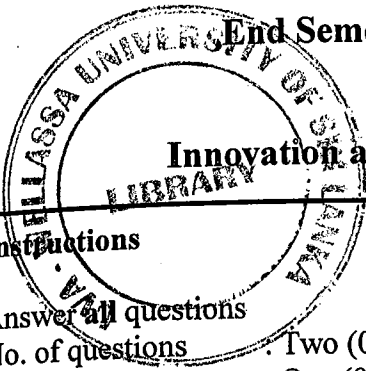


Uva Wellassa University
Faculty of Animal Science & Export Agriculture



End Semester Examination – Feb/March 2012
Year IV Semester I



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) Briefly explain the strategies to be adopted by an organization to transform their entity to an innovative organization. (16 marks)
- b) Briefly explain the kinds of corporate innovations. (08 marks)
- c) Outline the steps involved in innovation process management (IPM). (06 marks)

Question 2: (30 Marks)

- a) Briefly explain following creative problem solving techniques. (12 marks)
 - i. Brainstorming and reverse brainstorming
 - ii. Simplex
 - iii. 5 Why's
- b) Write short notes on following topics (18 marks)
 - i. Rewarding innovations
 - ii. Creative idea implementation planning process (CIIP)
 - iii. Facets of creativity

-The End -