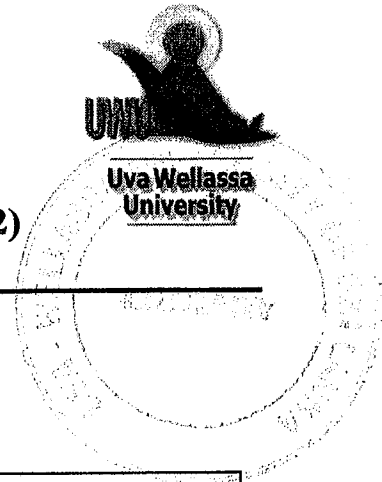


Faculty of Animal Science & Export Agriculture
Uva Wellassa University
Year IV Semester I
End Semester Examination – Dec/Jan2010



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) "In the 21th century, effective organization will focus on constant innovation, not only in the development of products and services, but also in the organizational process". Briefly explain the strategies to be adopted by an organization to transform their entity to an innovative organization.(20 marks)
- b) Briefly explain the kinds of corporate innovations. (10 marks)

Question 2: (30 Marks)

- a) Briefly explain following creative problem solving techniques. (9 marks)
 - i. SCAMPER
 - ii. Brainstorming
 - iii. 5 Why's
- b) Outline the steps involved in innovation process management (IPM). (6 marks)
- c) Discuss the need and relevance of innovation for agricultural development in Sri Lanka. (10 marks)

- End -