Scott Christian UNIVERSITY

SCHOOL OF PROFESSIONAL STUDIES

BACHELOR OF LEADERSHIP AND MANAGEMENT

UNIT CODE/NAME: LDP 312: CREATIVITY AND INNOVATION

September- December 2019/2020 End Semester Exam - Time: 2 Hours

Instructions: Answer Question ONE (Compulsory) and any other TWO questions.

QUESTION ONE

a) Define the following terms **(8 Marks)**
   (i) Creativity
   (ii) Metamorphorical thinking
   (iii)Operational problem
   (iv)Innovation

b) Differentiate between
   (i) Individual and group creativity **(2 Marks)**
   (ii) Convergent and divergent thinking **(2 Marks)**

c) Identify three classification of creativity **(3 Marks)**

d) Outline the key Significance of Creativity in an organization **(4 Marks)**

e) Identify five factors that help in nurturing a creative work climate in a company **(5 Marks)**

f) Identify three characteristics of a creative person **(3 Marks)**

g) State clearly three ways of turning creativity into innovation **(3 Marks)**

QUESTION TWO

Elaborate the dominant 4P factors in creativity **(15 Marks)**

QUESTION THREE

Briefly describe the main ways of bringing innovation into your organization **(15 Marks)**

QUESTION FOUR

Discuss the qualities of an effective team creativity **(15 Marks)**

QUESTION FIVE

a) discuss two key ways of overcoming barriers to innovation **(4 Marks)**

b) Outline three key steps of creative problem solving **(3 Marks)**

c) Describe four ways of acquiring creative problem solving **(8 Marks)**