



MAASAI MARA UNIVERSITY

REGULAR UNIVERSITY EXAMINATIONS

2021/2022 ACADEMIC YEAR

THIRD YEAR FIRST SEMESTER

SCHOOL OF BUSINESS AND ECONOMICS

BACHELOR OF COMMERCE

COURSE CODE: BPM 3207

**COURSE TITLE: INNOVATION AND CREATIVITY IN
PROJECT MANAGEMENT**

DATE: 6 TH APRIL, 2022

TIME: 0830-1030HRS

INSTRUCTIONS TO CANDIDATES

Question **ONE** is compulsory

Answer any other **two** questions

Question 1. Read the following case study and answer the questions.

After undergoing some enterprise training from a local university, Omondi decided to test his skills by starting a business venture in Kisumu town. From a humble beginning of selling 'ugali and nyamaboilo' as many would call it Omondi has grown to be one of the most prominent business man in fast food industry.

In the last five years he has seen his business grow and in the event manage to open three more branches in strategic sites with one being of ultra modern status. The ultra modern branch is operating 24 hours to capture a recent market window of opportunity introduced by a Mombasa bus company having opened a booking office next door and Nakumatt supermarket also having started operating 24 hours. This has been a great boost to Omondi's business.

From the beginning of this year however, Omondi admits that things have not been ok in his businesses. The bus company bowed down to competition and closed its Kisumu booking office shop forcing him to introduce outside catering services in a bid to counter the ever sky - rocketing power bills. High electricity bills is not the only challenge he is facing but recently he found that he is losing a lot through pilferage. Innovatively, Omondi has designed a unique energy saving 'sufuria' on one hand and an improved record tracking devise that helps him monitor the movement of raw food from stores as well as cooked food from the kitchen. On noting the good results from the 'sufuria', Omondi has been producing more of the same for sale to other users – individual and institutions. The 'sufuria' is gaining popularity among other business men who are imitating and making their own and others selling – another headache for Omondi the entrepreneur.

Required:

- a) Innovations are categorized into different types. Identify and explain types of innovation in Omondi's line of business **(8 marks)**
- b) To protect an innovation one needs to get it registered. Advice Omondi under which Intellectual Property right should he register his innovation(s) and why? **(6 mks)**
- c) With increased competition in this industry what should Omondi do to enhance creativity and innovation in his businesses among the employees? **(6 mks)**
- d) First movers and innovators like Omondi are advantaged as compared to late entrants. Explain some of these advantages. **(5 mks)**

Question 2

Creativity is key to idea generation and project development, but more importantly it can be learned. Explain the creativity process indicating the activities in each stage **(15 marks)**

Question 3

Discuss the factors that affect the diffusion of technology and ways of promoting its diffusion in Kenya **(15 marks)**

Question 4

a) Explain the following terms

i) Creativity **(2 mks)**

ii) Innovation **(2 mks)**

iii) Intellectual property right **(2 mks)**

b) Project managers should always engage in creative and innovative ways of developing projects if they expect to succeed. Describe the importance of innovation in project management. **(9mks)**

Question 5

a) Differentiate the following terms as used in project management;

i) Patent **(3mks)**

ii) Trade mark **(3 mks)**

iii) Copy right **(3 mks)**

iv) Trade secrets **(3mks)**

b) Discuss the constraints to technology growth in Kenya **(3 marks)**

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