



Online Assessment

Academic Year 2019/2020 Semester II

Faculty of Commerce and Management Studies

University of Kelaniya

Student Number: BM/2018/088
Department: Department of HRM
Degree Program: B.B.Mgt (Special) in HRM
Course Code: BCOM 22902
Course Name: Creativity and Innovation.

State the Number of the Question in order you have answered.

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Number of Pages

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Question	Marks	
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Academic Integrity Declaration

This is to confirm that the answers given in this answers script is my own work and has not been communicated with any person, persons or organizations before and/or after the submission.

Signature: Atank

Date: 04/03/2022

(a) In order for a firm to expand and grow it need innovation in every department. While there is no easy way to turn innovation On or Off. There are few Important Factors that may keep your team's Creative juices Flowing and Get the Gears turning when needed. We Called them as Key drivers Of Creativity And Innovation. We can See basically four major drives of Innovation. Those are;

1) Nurturing Talent:

That means Everyone has the ability to think Creatively and bring new ideas to the table, but Some People are born in inherent skill in there area. If their skill is encouraged, they will be the ones who can lead innovation in their Chosen field. based On the way they think feel, do tasks and ~~ex~~ absorb information.

~~Remember the four types of fashions~~

2. Managing Creativity:

The process of acknowledgement and reward is Critical to further Creativity when a team member Come with an idea and present to their management. Individual or group who believe their idea respected and acknowledged are more Inclined to Contribute new ideas in future

3) Building Relationships:

Collaboration between team members as well as between team members and their managers, can have an impact on innovation. A good working connection can help to enhance creativity and inspire people to be more open with their thoughts. In the same way point two emphasizes the importance of recognition and encouragement. A solid relationship is required for employees to feel comfortable speaking up and sharing their thoughts.

4) Encouraging A Culture Of Innovation:

Rather than merely recognising innovation as it occurs on an ad hoc basis. Organizations may create a culture that encourage it on a continuous basis. This entails identifying what fundamental cultural changes need to be done in order for innovation to become more frequent and natural.

Consider when and where in the firm innovation is normally at its peak. What appear to be the common factors that contribute to this increase in innovative thinking.

When a company identifies those drivers clearly they can give always new products than their competitors. Then the company can stay long time in market.

(b)

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Osborn's checklist is a thorough series of questions concerning ideas and challenges that can be used individually or in groups to promote concepts generations. In concept generation the goal is to stimulate originality and divergence.

When presented with a design problem, a set of simple questions can be utilized individually or group to stimulate creative and varied thinking. A point of emphasis for those questions is required, which might be a current solution. Or else offered thought for a design problem. To explore various ways and approaches to the problem, examine each question at a time. When brainstorming is a good idea to write each statement on a card and pick one at random when considering possible answers. After post the question on a bulletin board in the design team workplace.

Checklist.

- * Substitute - who else instead, what else instead, other ingredients, other materials, other process, other power.
- * Combine - How about a blend, an alloy an assortment, combine units, combine appeals, combine ideas,

* Magnify - what to add, More time, Greatest frequency, Stronger, Higher, Longer, Extra Value, Duplicate...

* Modify - New twist?

Change meaning, Colour, motion, Sound, Other shapes

* Eliminate - what to Subtract, Smaller, Lower, Shorter, Lighter, Quit, Streaming, ...

* Rearrange - Interchange components, Other pattern, Other layout, Other Sequences, Change Pace.

(C)

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Encouragement of Creativity can aid the growth of a company. Individuals who use Creative thinking might come up with fresh Or. Original ideas and challenge established norms way of thinking. These can change company Product change than other Competitors. Business today world are frequently confronted with rapidly changing circumstances. New ideas that satisfy their market current and future needs by using regular brainstorming or Creative thinking methods. Creativity serves an essential role for business. Here are some example of other benefits that Creative thinking offer for Organization.

- * Identify new opportunities.
- * Embraces Challenges Or risks
- * Promote ~~last~~ innovation.
- * Stimulates the mind.
- * Improve Collaboration.

Therefore Creativity play Such an massive work for Organization. Organization can also use Several ways to Increase the Creativity. It become big advantage for Organization when facing their Competitors. They can easily stay on market.

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