



EAST

FINAL EXAMINATION
SCHOOL OF BIBLE AND THEOLOGY
BURUBURU CAMPUS
FIRST SEMESTER, 2025/2026 ACADEMIC YEAR
EXAMINATION FOR THE DEGREE OF BACHELOR OF ARTS IN
BIBLICAL STUDIES
UCC121: INNOVATION AND CREATIVITY- DEGREE
(FORM A)

STREAM: N/A

TIME: 2 HOURS

EXAMINATION SESSION: NOV/DEC

YEAR: 2025/26/1

DAY []

DATE: []

INSTRUCTIONS:

1. Attempt ALL the questions in **Section A**
 2. Attempt any **Two** questions in **Section B**
 3. The entire exam is worth forty (40) marks.
 4. Write **ONLY** on the space provided on the answer sheet or as otherwise instructed.
 5. Where necessary Show your working clearly.
 6. Do **NOT** attempt to access any library, online (audio, video, digital or electronic) or paper-based (written), sources for your answers unless this is clearly advised in the Question.
 7. The camera must be on throughout the exam period.
-

SECTION A: COMPULSORY QUESTION (20 MARKS)

Question 1: Case Study (20 marks)

Case Study: Innovating for Impact — The Case of AquaTech Africa

AquaTech Africa is a social enterprise founded in 2019 to tackle the problem of clean water scarcity in rural Kenya. The company developed a solar-powered water filtration system capable of providing up to 10,000 liters of clean water daily. Initially, the innovation was praised for its simplicity and sustainability. However, scaling up proved difficult due to high production costs, limited community engagement, and lack of local technical expertise.

To overcome these obstacles, the founder, an engineer-entrepreneur, partnered with universities to co-develop locally manufactured filter components and introduced a mobile app that allows communities to report system faults and track maintenance schedules.

The company also launched “Aqua Innovators Challenge,” inviting university students to propose new designs and solutions for rural water problems. Within four years, AquaTech Africa had expanded to six countries and attracted global recognition. Yet, internal tensions emerged between the engineering and social enterprise teams regarding priorities—profitability versus social impact.

Required:

- a) Identify and explain five innovative practices that have contributed to AquaTech Africa’s growth. (5 marks)
- b) Discuss the challenges that may hinder sustainability of innovation within social enterprises like AquaTech Africa. (4 marks)
- c) Analyze the role of strategic partnerships in fostering creativity and innovation in this organization. (4 marks)
- d) Examine how leadership style can influence the innovation culture within AquaTech Africa. (3 marks)
- e) Evaluate the ethical considerations involved in balancing profit and social impact in innovation-driven enterprises. (2 marks)
- f) Propose one new creative strategy that could help AquaTech Africa strengthen its innovative capacity in the next phase of growth. (2 marks)

(Total: 20 marks)

SECTION B: ANSWER ANY TWO QUESTIONS (20 MARKS)

Each question carries 10 marks (5 marks per sub-question).

Question 2

- a) Critically differentiate between *incremental* and *disruptive innovation* using relevant organizational examples. (5 marks)

b) Analyze five ways in which organizational structure and culture can either support or hinder innovation. (5 marks)

Question 3

a) Discuss the role of knowledge management and organizational learning in promoting creativity and innovation. (5 marks)

b) Evaluate the effectiveness of using open innovation and crowdsourcing in developing new products and services. (5 marks)

Question 4

a) Explain how design thinking can be integrated with business strategy to enhance customer-centered innovation. (5 marks)

b) Discuss five attributes of innovative leaders and how they influence organizational transformation. (5 marks)