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MBA
(SEM I) THEORY EXAMINATION 2024-25
CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

TIME: 3 HRS

M.MARKS: 70

Note: 1. Attempt all Sections. If require any missing data; then choose suitably.

SECTION A

1. Attempt *all* questions in brief.

2 x 7 = 14

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| a. | Define Creativity. |
| b. | What is Rural Entrepreneurship? |
| c. | List two functions of Entrepreneur. |
| d. | Briefly the objectives of <i>Stand Up India</i> scheme in supporting women and marginalized communities in starting their businesses. |
| e. | Expand NISBUD. |
| f. | Discuss Angel investing and Venture Capital. |
| g. | Classify the types of Feasibility Analysis. |

SECTION B

2. Attempt any *three* of the following:

7 x 3 = 21

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| a. | What is Service Innovation? How does it differ from product innovation? Provide examples to support your answer. |
| b. | Discuss the various types of entrepreneurs. Explain how they differ based on their approach, industry, and innovation style. |
| c. | Describe the concepts of Zero Effect Zero Defect (ZED) and Lean Manufacturing. How do they contribute to improving the efficiency and sustainability of Indian businesses? |
| d. | What are the key strategies for ensuring business growth and sustainability? Discuss the role of innovation, adaptability, and market expansion. |
| e. | Discuss how entrepreneurs can effectively use Bootstrapping and Crowdfunding method to raise capital, and provide examples of businesses that have successfully utilized bootstrapping or crowdfunding to launch or grow their ventures. |

SECTION C

3. Attempt any *one* part of the following:

7 x 1 = 7

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| (a) | In the realm of entrepreneurship, both creativity and innovation are essential to building successful businesses. Discuss how entrepreneurs can leverage both creativity and various types of innovation (business model, service, design-led, etc.) to create a competitive advantage in a crowded marketplace. |
| (b) | What is Creative Destruction? Explain its impact on industries and provide an example of how it has reshaped a particular sector. |



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4. Attempt any *one* part of the following: 7 x 1 = 7

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| (a) | Provide examples of how entrepreneurs have navigated critical decisions in their journey and the impact of these decisions on the success or failure of their ventures. |
| (b) | How can policies and societal attitudes be improved to support the growth of women-owned businesses? Provide examples of successful women entrepreneurs and analyze how they overcame obstacles to build their ventures. |

5. Attempt any *one* part of the following: 7 x 1 = 7

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| (a) | What is the significance of the State Startup Ranking by DPIIT and the India Innovation Index by NITI Aayog? How do these rankings impact the entrepreneurial ecosystem? |
| (b) | Explain the importance of subsidies, grants, and tax concessions for export-oriented units. How do they help Indian businesses grow globally? |

6. Attempt any *one* part of the following: 7 x 1 = 7

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| (a) | Describe the Business Planning Process. How should entrepreneurs prepare a project plan before launching a venture? |
| (b) | What are the key sources and methods of idea generation? Explain how entrepreneurs can identify and classify business ideas. |

7. Attempt any *one* part of the following: 7 x 1 = 7

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| (a) | What are the key initiatives launched by the Government of India to promote entrepreneurship? |
| (b) | Discuss the role of financial institutions and government agencies in assisting entrepreneurs. Explain the functions of DICs, NSICs, and SSIs. |