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2112M054

MASTER OF VOCATION
Management Entrepreneurship
Subject: Innovation and Entrepreneurship
Subject Code: MED-903
Semester: Third
December 2021
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number									

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SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)

(10x2=20 Marks)

- A What are the personality traits of a successful entrepreneur?
- B What are the different skills of Entrepreneurs are required in today's competitive world?
- C How Psychology plays an important role in today's dynamic world?
- D Define Entrepreneurship.
- E Explain sources of new ideas for an Organisation.
- F Fill in the blank with right answer out of given options
"Innovation can be best defined as....."
 - a) The generation of new ideas.
 - b) the evolution of new ideas.
 - c) the opposite of creativity.
 - d) the successful exploitation of new ideas.
- G Fill in the blank with right answer out of given options:
Good Sources of Information for an Entrepreneur about competitors can be obtained from.....
 - a) Websites
 - b) Product Information Leaflets
 - c) Company reports and published accounts
 - d) All the above
- H Fill in the blanks:
Entrepreneur is a person while enterprise is an _____
- I What do you mean by Creativity?

- J Differentiate between Entrepreneur and Intrapreneur.

SECTION –B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

- 1 Highlight the major steps involved in the Idea Generation Process.
- 2 How the concept "Innovation" can be source of competitive advantage to an Organisation?
- 3 Discuss in detail skill set required to be a successful Entrepreneur in today's world.
- 4 Highlight the process of Creativity in a Business Organisation and role of creativity in Business Success?
- 5 Write a detailed note on growth of an organisation and how organisations can manage its growth in long run?
- 6 How entrepreneurs identify the profitable opportunities/ventures in the business environment and how he evaluates these opportunities?
- 7 Discuss in detail the Corporate Entrepreneurship and its elements. Why corporate entrepreneurship is required.
- 8 Define Characteristics of Corporate Entrepreneurs. How an organisation can identify Corporate Entrepreneurs within Organisation?

END OF THE PAPER