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B.Tech. (Ind. Engg. & Mgt.) (Spl. in TQM) PT (Sem.-7) CREATIVITY, INNOVATION & ENTREPRENEURSHIP

Subject Code: IEM-759 M.Code: 71706

Time: 3 Hrs. Max. Marks: 40

INSTRUCTIONS TO CANDIDATES:

- 1. Attempt All EIGHT questions from SECTION-A carrying TWO marks each.
- 2. Attempt any SIX questions out of EIGHT from SECTION-B carrying FOUR marks each.

SECTION-A

1. Answer briefly:

- a. Write the characteristics of an entrepreneur.
- b. How the ideas are generated? Name the sources of new ideas.
- c. Elaborate how to manage the creativity in an organization?
- d. What are the elements of a project report?
- e. What is equity capital?
- f. Write the different forms of ownership structure open to an entrepreneur?
- g. How Directorate of Industries support an entrepreneur?
- h. What are 'hiring mistakes'?

SECTION-B

2. Write the types of entrepreneurs and discuss the various opportunities for an entrepreneur in India.

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- 3. Discuss the techniques for generating the creative ideas in a group of engineering graduate students.
- 4. Explain the managerial style and practices for supporting the creativity and innovation in organization.
- 5. As an entrepreneur, how you will identify and select a new project?
- 6. Discuss the nonbanking sources for starting a new venture.
- 7. Write main features of 'franchising' and 'joint ventures' of a new project.
- 8. Write note on:
 - a. Tax holiday
 - b. Rehabilitation allowance
- 9. Discuss the various techniques and challenges of motivating the employees.

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NOTE: Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.

2 | M-71706 (S109)-2699