

Roll No.

Total No. of Pages : 02

Total No. of Questions : 16

B.Tech. (Ind. Engg.) (Spl. in TQM) (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

Answer briefly :

1. Discuss the functions of an entrepreneur.
2. What are the barriers to creativity?
3. Discuss creativity and innovation as competitive resources.
4. What are the elements of a business plan?
5. Discuss various sources of financing with example.
6. Differentiate between Joint venture and Mergers & acquisitions.
7. Write a note on Khadi and Village Industries Commission (KVIC).
8. What is the challenge to motivate employees?

SECTION-B

9. What are the types of entrepreneurs? Explain the opportunities for entrepreneurs in India with example.
10. What are the steps in the creative process? Discuss various techniques for generating creative ideas in groups.

11. What are the roles of managerial leadership? Explain various techniques to build an organization culture for creativity and innovation.
12. What is project formulation? Explain the benefits of project report in detail.
13. Write a detailed note on various sources of debt financing with examples.
14. What are public and private limited companies? Discuss the advantages of private limited company.
15. What is the need for tax benefits? Explain various tax benefits to SSI in detail.
16. Discuss the concept of management succession. Explain the steps in the development of management succession plan.

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