

Roll No. 

Total No. of Pages : 01

Total No. of Questions : 09

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

Subject Code : IEM-759

Paper ID : [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****Q1. Answer briefly :**

- a. Write the functions of an entrepreneur.
- b. Write the barriers of creativity.
- c. Mention the role of managerial leadership.
- d. What are the elements of business plan?
- e. List the nonbanking sources of financing a new venture
- f. What are the main features of sole partnership?
- g. What is the Rehabilitation allowance?
- h. Write the criteria considered for selecting a right location.

**SECTION-B**

- Q2. Discuss the growth of entrepreneurship in India and explain the role of an entrepreneur in economic development of a nation.
- Q3. Discuss the sources of new ideas and explain the process of technological innovation.
- Q4. Explain the strategies for building an organization culture for creativity and innovation.
- Q5. How a new project is formulated? Discuss the various components of a project report.
- Q6. Explain how commercial banks and financial institutions help an entrepreneur to start a new venture.
- Q7. Elaborate the difference between Private limited and Public limited company. Write the advantages and disadvantages of each.
- Q8. Why an institutional support is required to an entrepreneur. Discuss any two supporting institutions.
- Q9. In today's competitive world discuss the various management succession plans.