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Total No. of Pages : 02

Total No. of Questions : 09

**B.Tech. (Ind. Engg. & Mgt.) (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****1. Answer briefly :**

- a. Give differences between creativity and innovation.
- b. What is the role of attitude of person in generating new ideas?
- c. What are the various parameters for fostering creativity and innovation in organizations?
- d. Discuss various factors on which project identification and selection depends in the company.
- e. List down various non-banking sources of financing for the new venture.
- f. What do you mean by Sole proprietorship?
- g. What is need for Tax benefits for Small scale industry?
- h. What should be the role of leadership in a new company?

**SECTION-B**

2. Discuss the role of good entrepreneur in economic development of the country.

3. Discuss various techniques used for generating creative ideas in individuals and in groups.
4. Write a short note on “*Using creativity and innovation as competitive resources*” by the company.
5. Discuss in brief the significance and benefits of business plan/project report.
6. Discuss the salient features of a long term and short-term loans from commercial banks and financial institution.
7. Discuss the main features of various form of business ownership and their advantages.
8. Discuss the support provided by SIDBI and NSIC to small scale industries.
9. Discuss the general criteria for hiring the right type of employees for a new company.

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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.**