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Name.....

Reg. No.....

FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION
NOVEMBER 2025

Management Studies

BBA 1FM 105—CREATIVITY, INNOVATION AND BUSINESS DEVELOPMENT
 (2024 Admission onwards)

Time : One Hour and a Half

Maximum : 50 Marks

Section A

Answer all questions.

Each question carries 2 marks.

Ceiling 16 marks.

1. Who is an Entrepreneur ?
2. What do you mean by opportunity assessment in entrepreneurship ?
3. Define Innovation.
4. What are business incubators ?
5. What does SCAMPER stand for ?
6. Define Intrapreneurship.
7. List out any *three* barriers to innovation.
8. What is a business plan ?
9. What do you mean by seed capital ?
10. List out any *six* qualities of successful entrepreneurs.

Section B

Answer all questions.

Each question carries 6 marks.

Ceiling 24 marks.

11. Discuss the meaning and nature of entrepreneurship.
12. Explain the relationship between creativity and innovation, highlighting key differences.

Turn over

13. Write a note on the importance of entrepreneurship for economic development.
14. Briefly explain the role of creativity in business.
15. What are the various components of a business plan ?

Section C

*Answer any **one** question.
The question carries 10 marks.*

16. What are the various steps involved in starting a new venture ? Also, discuss the challenges faced by entrepreneurs.
17. Define creativity. Discuss in detail the various techniques used to foster creativity.

$(1 \times 10 = 10 \text{ marks})$