FIRST SEMESTER (CUFYUGP) DEGREE EXAMINATION NOVEMBER 2024

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. What do you mean by venture capital?
- 2. What is meant by product innovation and process innovation?
- 3. Define Entrepreneurship.
- 4. What is meant by Role Playing?
- 5. Define Creativity.
- 6. What do you mean by motivation?
- 7. Who are Intrapreneurs?
- 8. What is meant by an entrepreneurship ecosystem?
- 9. What are personal qualities?
- 10. What do you mean by a business plan?

Section B

Answer all questions.

Each question carries 6 marks.

Ceiling 24 marks.

- 11. Discuss the characteristics of successful entrepreneurs.
- 12. Write a note on the role of innovation in business development.

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- 13. Discuss the steps involved in starting a new venture.
- 14. List out the similarities and differences between creativity and innovation.
- 15. Discuss the role of government support in entrepreneurship.

Section C

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

- 16. What are the various components of a business plan? Explain its significance or importance in the entrepreneurial process.
- 17. Explore the relationship between entrepreneurship and economic development.

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