

PG Even Semester (CBCS) Exam., April—2019

BUSINESS ADMINISTRATION

( 2nd Semester )

Course No. : MBAOC-203

( Innovations Management and  
Enterprise Creation )

*Full Marks : 70*

*Pass Marks : 28*

*Time : 3 hours*

*The figures in the margin indicate full marks  
for the questions*

Answer **all** questions

1. Define innovation. How would you describe innovation in real business world that has affected our lives knowingly and unknowingly? 6+8=14

**OR**

2. Why is innovation important? Discuss the evolution of innovation in the category of mobile phones. 6+8=14

3. What makes some product or service unique? Highlight the ways one can develop uniqueness in product or service. 14

**OR**

4. What do you mean by technology S-curve? Discuss the different stages of technology S-curve. 6+8=14
5. "India will be a nation of entrepreneurs in the 2020." Explain why and how. 14

**OR**

6. Describe the competencies needed in a successful entrepreneur. What is intra-preneurship? Explain how it differs from entrepreneurship. 6+8=14
7. "The role of entrepreneurship development programmes is very important in a country like India." Discuss. 14
8. Write short notes on the following : 7×2=14
- (a) New venture creations
- (b) Technology issues in entrepreneurship development

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