

PG Even Semester (CBCS) Exam., April—2018

BUSINESS ADMINISTRATION

(2nd Semester)

Course No. : MBAOC-203

(Innovation 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. What are the leads of innovation? Explain, with examples, how research and development unit plays a pivotal role in shaping an enterprise smoothly. 4+4+6=14
2. How are technologies helpful in nourishing the organism's creativity? Explain. 14

3. Who is an 'entrepreneur'? State the characteristics of an entrepreneur. Discuss how an individual can become a successful entrepreneur. 2+4+8=14

OR

4. What are the classifications of entrepreneur? How entrepreneurship and innovation goes hand-in-hand in achieving a common goal of an organization? 6+8=14
5. State the importance of entrepreneurship in economic development. Discuss the problems and prospects of doing business in the North-Eastern region of India. 6+8=14

OR

6. Is entrepreneur born or made? Justify your answer with suitable examples. 14
7. What do you understand by the term 'business idea'? State different sources of business idea. Also state various marketing and promotional strategies for startups. 2+2+10=14

OR

8. Prepare a project proposal of your business idea and write the necessary formalities required to establish your new venture. 14

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