



PAPER ID-310748

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Subject Code: BMB106

Roll No:

MBA

(SEM I) THEORY EXAMINATION 2025-26
CREATIVITY, INNOVATION AND ENTREPRENEURSHIP

TIME: 3 HRS

M.MARKS: 70

Note: Attempt all Sections. In case of any missing data; choose suitably.

SECTION A

1. Attempt all questions in brief.

2 x 07 = 14

Q no.	Question	CO
a.	Define creativity.	1
b.	What is innovation?	1
c.	Who is an entrepreneur?	2
d.	Name the types of entrepreneurs.	2
e.	Explain MSME.	3
f.	What is role of DIC?	3
g.	What is a business plan?	4

SECTION B

2. Attempt any three of the following:

07 x 3 = 21

Q no.	Question	CO
a.	Describe tree types of innovation and platforms.	1
b.	Examine the concept of social, rural and women entrepreneurship.	2
c.	Discuss the characteristics and skills of an entrepreneur.	2
d.	Analyse the role of SSIs, NSICs and NISBUD in promoting entrepreneurship in India.	3
e.	Evaluate various sources and methods of idea generation.	4

SECTION C

3. Attempt any one part of the following:

07 x 1 = 07

a.	Distinguish innovation from creativity give seven points.	1
b.	Explain innovation environment and creative destruction.	1

4. Attempt any one part of the following:

07 x 1 = 07

a.	Explain the process of developing an innovation strategy.	1
b.	Evaluate entrepreneurial decision-making process.	2

5. Attempt any one part of the following:

07 x 1 = 07

a.	Discuss meaning and concept of entrepreneurship and the factors affecting it.	2
b.	Examine the role of central govt & state govt in supporting SMEs.	3

6. Attempt any one part of the following:

07 x 1 = 07

a.	Discuss the idea of startup India and stand-up India.	3
b.	Explain the various sources of sources of entrepreneurial finance.	3

7. Attempt any one part of the following:

07 x 1 = 07

a.	Examine the aspects and methods of feasibility analysis.	4
b.	Explain essential components of an ideal business plan.	4