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Name.....

Reg. No.....

**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.

**Turn over**

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 × 10 = 10 marks)