

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024**MDC****BBA1FM105 CREATIVITY, INNOVATION AND BUSINESS DEVELOPMENT****Time : 1 Hrs 30 Mins****Maximum Marks : 50**

BL - Bloom's Taxonomy Level (1 to 6)

CO - Course Outcome

Section A					Ceiling Marks : 16
Answer all questions. Each carries 2 marks.					
No.	Question	M	BL	CO	
1.	What are the potential risks associated with innovation, and how can businesses manage them?	2	2	CO3	
2.	"Creativity is thinking up new things, innovation is doing new things." Discuss this statement in relation to business.	2	4	CO3	
3.	Differentiate between product innovation and process innovation with relevant examples.	2	5	CO2	
4.	Why is it important for businesses to embrace innovation in today's dynamic market?	2	1	CO1	
5.	How can companies encourage employees to be more creative and innovative?	2	2	CO3	
6.	Why is an entrepreneurship ecosystem important for fostering entrepreneurial activity?	2	2	CO1	
7.	How can entrepreneurs evaluate the feasibility of a business idea?	2	4	CO3 CO6	
8.	What is the purpose of a business plan? Who is the target audience for a business plan?	2	5	CO6	
9.	What are the main sources of funding for new ventures? (2	2	CO3	
10.	List and briefly describe the key components of a typical business plan.	2	3	CO6	
Section B					Ceiling Marks : 24
Answer all questions. Each question carries 6 marks.					
No.	Question	M	BL	CO	
11.	Explain how role-playing can be used as a technique to enhance creativity.	6	2	CO2	
12.	Analyze the relationship between creativity and innovation. How do they complement each other in driving business success?	6	4	CO3	
13.	With reference to a chosen company, illustrate how innovation has played a crucial role in its success.	6	1	CO2	
14.	"Fear of failure is a major obstacle to innovation." Discuss this statement and suggest strategies to overcome this barrier.	6	5	CO5	
15.	Explain how entrepreneurs can leverage technology to enhance their business ventures.	6	4	CO1 CO2	
Section C					
Answer any 1 question. Each carries 10 marks. (1X10=10 Marks)					
No.	Question	M	BL	CO	
16.	Compare and contrast brainstorming and mind mapping as techniques for fostering creativity. Discuss the advantages and disadvantages of each.	10	5	CO2	
17.	Analyze the business model used by the entrepreneur/startup.	10	4	CO1 CO2	