D1BBA2510 **Name: .....**

Reg. No.: .....

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2025

(Regular/Improvement/Supplementary)

MULTI DISCIPLINARY COURSE

BBA1FM105: CREATIVITY, INNOVATION AND BUSINESS DEVELOPMENT

Time: 1 ½ Hrs. **Maximum Marks : 50**

M – Mark BL - Bloom's Taxonomy Level (1 to 6) CO - Course Outcome

Section A: Answer all questions. Each carries 2 marks. Ceiling: 16 Marks				
No.	**Question**	**M**	**BL**	**CO**
1.	Explain the concept of "incubation" in the creative process.	2	2	CO2
2.	What is the difference between convergent and divergent thinking?	2	5	CO1
3.	How can companies encourage employees to be more creative and innovative?	2	2	CO3
4.	Why is it important for businesses to embrace innovation in today's dynamic market?	2	1	CO1
5.	Explain SCAMPER.	2	3	CO2
6.	List and explain five characteristics commonly found in successful entrepreneurs.	2	2	CO1 CO2
7.	Define entrepreneurship and explain its key concepts.	2	1	CO1
8.	State how entrepreneurship contributes to economic development.	2	4	CO1
9.	Outline the key steps involved in starting a new venture.	2	1	CO5
10.	How can entrepreneurs use social media for marketing their new ventures?	2	4	CO4
Section B: Answer all questions. Each carries 6 marks. Ceiling: 24 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.	6	4	CO3
13.	Discuss about various techniques to foster creativity.	6	2	CO2
14.	Compare and contrast the characteristics of entrepreneurs and intrapreneurs. In what situations might each thrive?	6	2	CO1 CO2
15.	"Entrepreneurship is crucial for job creation and economic growth." Justify this statement with relevant arguments and examples.	6	5	CO1 CO2
Section C: Answer any one question. Each carries 10 marks. (1 x 10 = 10 Marks)				
No.	**Question**	**M**	**BL**	**CO**
16.	Explain the impact of innovation on customer satisfaction and business growth.	10	3	CO4
17.	A company facing challenges related to innovation (e.g., declining market share, inability to adapt to new technologies). a) Recommend specific strategies the company can implement to overcome these barriers and foster a culture of innovation. b) Discuss how these strategies will help the company achieve its business objectives.	10	5	CO4 CO6