

QP Code : U24A027

Reg. No :

Name :

ST MARY'S COLLEGE (AUTONOMOUS), THRISSUR-20

**I SEMESTER B A/B Sc /B Com/BBA/BCA/BSW (FYUGP) DEGREE EXAMINATION,
November 2024**

**BBA1FM105 : Creativity, Innovation & Business Development
2024 Admission Onwards
(Credits: 3)**

Time : 1.5 Hours

Maximum Marks : 50

Section A

[Answer All. Each question carries 2 Marks] (Ceiling: 16 Marks)

1. What is incubation? [BTL1]
2. Define creativity. [BTL1]
3. What are the steps in starting a new venture? [BTL1]
4. Define innovation. [BTL1]
5. List any two characteristics of successful entrepreneurs. [BTL1]
6. Define the concept of a business model. [BTL2]
7. Explain how to evaluate an idea for a new business. [BTL3]
8. Explain the importance of a business plan for a new venture. [BTL3]
9. Explain how open innovation differs. [BTL3]
10. Why is the entrepreneurship ecosystem important? [BTL4]

Section B

[Answer All. Each question carries 6 Marks] (Ceiling: 24 Marks)

11. What are the personal qualities that foster creativity? [BTL1]
12. How to verify the workability of creative ideas? [BTL3]
13. Apply entrepreneurial marketing strategies to launch a new product in a competitive market. [BTL3]
14. Compare and contrast entrepreneurship and intrapreneurship. [BTL4]
15. Critically evaluate the role of innovation in driving long-term business success. [BTL5]

Turn Over

Section C

[Answer any one. Each question carries 10 Marks] (1x10=10 Marks)

16. Analyse the similarities and differences between creativity and innovation in terms of their role in business development. [BTL4]
17. Critically evaluate the significance of entrepreneurship in economic development, and discuss how government policies can support entrepreneurship. [BTL5]

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