QP Code: U25DRIS012

Reg. No : .....
Name : .....

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

I SEMESTER (FYUGP/FYVP) DEGREE EXAMINATIONS, NOVEMBER 2025
(Regular/Improvement/Supplementary)
BBA1FM105 : CREATIVITY, INNOVATION AND 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. Explain the meaning of divergent thinking in creativity.
2. Define brand differentiation in a business context.
3. How can intellectual property rights affect innovation?
4. List any two characteristics of successful entrepreneurs.
5. What is entrepreneurial marketing?
6. What is meant by idea generation in the entrepreneurial process?
7. Analyse the components of a business plan.
8. Explain Business Model Innovation with an example.
9. Explain the endogenous growth theory in relation to entrepreneurship.
10. Describe collaboration between industries.

Section B

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

11. What are the personal qualities that foster creativity?
12. How can a company use brainstorming to generate new ideas?
13. Evaluate the effectiveness of product vs. process innovation in enhancing business performance.
14. Compare and contrast entrepreneurship and intrapreneurship.
15. Analyse the importance of the entrepreneurship ecosystem in enabling business growth.

Turn Over

Section C

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

16. Analyse how opportunity assessment plays a critical role in the success of a new business venture.

17. Explain the Entrepreneurship Process in detail.

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