



Seat No. : \_\_\_\_\_

# **DH-101**

**December-2025**

**MBA, Sem.-III**

**MBA in Public Policy Management (PM) / MBA in Event Management (EM)  
/ MBA in Business Economics and Public Finance (BEPF)**

**EPF-301/PPM-301/EM-301 : New Enterprise and Innovation Management  
(NEIM)**

**Time : 2:30 Hours]**

**[Max. Marks : 70**

1. Discuss Psychological, Sociological and Population Ecology Model in detail. **14**

2. Discuss John Kao's Model in detail. **14**

**OR**

2. Discuss Role of Entrepreneur in Export Promotion, Import Substitution and FOREX Earnings. **14**

3. Define Team and Discuss characteristics of effective team. **14**

**OR**

3. Define and discuss the Stages of Strategic Planning in detail. **14**

4. Define Franchise and discuss advantages and disadvantages of it in detail. **14**

**OR**

4. Discuss the challenges of Family Business in detail. **14**

5. Write a note on how to prevent conflict in an organization. **14**

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