

Seat No. : _____

NB-141

December-2015

5th Year M.B.A. Integrated

Entrepreneurial Development and Innovation Management

Time : 3 Hours]

[Max. Marks : 100

1. (a) Explain the concept of entrepreneurship. Discuss the entrepreneurial role as an innovator in eco-growth. **12**
- (b) What are the key elements of an entrepreneur ? Write the entrepreneurial process. **8**
2. (a) Explain & illustrate various innovation models with example. **10**
- (b) Discuss various types of incentives available for the entrepreneurs in the industrial sector. **10**

OR

“The citadels of excellence in various sphere including industry are no longer prerogatives of men.” Comment.

3. Explain any **two** of the following questions: **20**
 - (a) Economic growth and the factors affecting eco-growth.
 - (b) Rostow’s theory of development and entrepreneurship.
 - (c) Conceptual theories of entrepreneurship.
4. (a) What is a business plan ? Explain the guidelines given by the planning commission for the standardized project report. **10**
- (b) Discuss the basic procedure followed by the industries for borrowing loans from various financial institution. **10**
5. (a) Describe the different forms of ownership structure open to an enterprise. **10**
- (b) Being a person charged with governance. What factors will you consider while formulating strategies ? **10**

OR

Elaborate your view on the four strategies suggested by Peter Ducker.

NB-141