

Seat No. : _____

NQ-126

November-2017

5th Year M.B.A., Integrated

Entrepreneurial Development and Innovation Management

Time : 3 Hours]

[Max. Marks : 100

1. (A) What is meaning of the term entrepreneurial culture ? Distinguish between entrepreneurial and administrative culture and write the steps to change entrepreneurial culture. **14**
(B) Define Intrapreneurship. Discuss the benefits of Intrapreneurship to the organization. **6**
2. (A) Enlist the typology of innovation and discuss the significance of innovation for the firm in the present context of competition and globalization. **10**
(B) Explain the different types of strategies used for innovation in an organization. **10**
3. Answer any **two** : **20**
(A) Explain and criticize the Lewis theory of Development and Unlimited Supplies of Labour.
(B) Briefly discuss the conceptual theories on Entrepreneurship as given by Max Weber and Clayton Alderfer.
(C) Discuss the Economic and Non-Economic factors that are responsible for economic growth in a country.
4. Explain any **two** : **20**
(A) Strategies for successful management of a New Venture.
(B) Meaning of project formulation and guidelines in the preparation of project report.
(C) External factors – criteria for selecting a product.
5. Attempt any **two** : **20**
(A) What are important points that need to be considered after preparing feasibility report to start a small scale industry ?
(B) Enlist and discuss the different type of incentive provided to set up small scale enterprise.
(C) What are the problems and barrier faced by women entrepreneur in India ? Give a relevant example of any one successful women entrepreneur describing about her role in the business.