MASTER OF ARTS (ENTREPRENEURSHIP) (MAER) Term-End Examination December, 2024

MER-014 : INNOVATION AND STRATEGIC MANAGEMENT

Time: 3 Hours Maximum Marks: 100

Note: Attempt any five questions. All questions carry equal marks.

- 1. Discuss the role of innovation in economic progress. Describe the steps which are required to commercialise the innovation.
- 2. Explain experiential learning cycle. Discuss the principles of experiential learning. 10+10
- 3. What are the basic requirements for successful partnering in innovation and R & D? Do you visualize difficulties encountered in such process? Suggest measures to overcome such difficulties.

- 4. What do you mean by strategy? Describe the nature and levels of strategy. 8+12
- 5. Discuss the role of creativity in innovativeness. Explain the following techniques of maintaining/enhancing the creativity: 8+12
 - (i) Brainstorming
 - (ii) Synectics
- 6. What do you mean by Open Education Resources? Explain the ways of using creative commons website to decide upon the open licences needed to attach with OERs. 5+15
- 7. Discuss the different targets of MDGs. Describe the relevance of any *five* MDGs for India. 10+10
- 8. Describe the nature and scope of corporate strategy with examples.