

**MASTER OF ARTS
(ENTREPRENEURSHIP)
(MAER)**

**Term-End Examination
June, 2026**

**MER-014 : INNOVATION AND STRATEGIC
MANAGEMENT**

Time : 3 Hours

Maximum Marks : 100

Note : (i) Attempt any **five** questions.

(ii) All questions carry equal marks.

1. Discuss the importance of innovation and explain the levels of innovation. 10+10
2. Who are creative individuals ? Describe their main characteristics with examples. 8+12
3. Describe the sustainable development goals (2015-2030). Differentiate between SDGs and MDGs. 10+10
4. Discuss Sustainable Partnership and Collaboration (SPC). How does it relate to industry 4.0 ? 12+8

5. Define forecasting. Why is forecasting important in business ? Identify applications of forecasting for : 10+10
 - (a) Long-term decision
 - (b) Medium-term decision
6. What is diversification ? Explain the steps involved in the merger and acquisition process. 5+15
7. Discuss levels of strategy and importance of strategy in business. 10+10
8. Write short notes on any *four* of the following : 4×5=20
 - (a) YouTube
 - (b) Slide share
 - (c) SAKSHAT
 - (d) Green Absorptive Capacity Development (GACD)
 - (e) Green Product Innovation Capacity (GPTIC)
 - (f) Synectics

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