

Roll No.

Total No. of Pages : 02

Total No. of Questions : 09

**B.Tech. (Ind. Engg. & Mgt.) (Spl. in TQM) PT (Sem.-7)**  
**CREATIVITY, INNOVATION & ENTREPRENEURSHIP**

Subject Code : IEM-759

M.Code : 71706

Time : 3 Hrs.

Max. Marks : 40

**INSTRUCTIONS TO CANDIDATES :**

1. Attempt All EIGHT questions from SECTION-A carrying TWO marks each.
2. Attempt any SIX questions out of EIGHT from SECTION-B carrying FOUR marks each.

**SECTION-A**

**1. Answer briefly :**

- a. Write the characteristics of an entrepreneur.
- b. How the ideas are generated? Name the sources of new ideas.
- c. Elaborate how to manage the creativity in an organization?
- d. What are the elements of a project report?
- e. What is equity capital?
- f. Write the different forms of ownership structure open to an entrepreneur?
- g. How Directorate of Industries support an entrepreneur?
- h. What are 'hiring mistakes'?

**SECTION-B**

2. Write the types of entrepreneurs and discuss the various opportunities for an entrepreneur in India.

3. Discuss the techniques for generating the creative ideas in a group of engineering graduate students.
4. Explain the managerial style and practices for supporting the creativity and innovation in organization.
5. As an entrepreneur, how you will identify and select a new project?
6. Discuss the nonbanking sources for starting a new venture.
7. Write main features of 'franchising' and 'joint ventures' of a new project.
8. Write note on :
  - a. Tax holiday
  - b. Rehabilitation allowance
9. Discuss the various techniques and challenges of motivating the employees.

**NOTE : Disclosure of Identity by writing Mobile No. or Making of passing request on any page of Answer Sheet will lead to UMC against the Student.**