

**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. 20
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. 10+5+5

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. 20

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