

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

Term-End Examination

December, 2025

**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. Describe the effects of innovation at the macro-level and micro-level. 20
2. Why is an innovative culture important ? Discuss the characteristics of an innovation culture. 20
3. Describe the experiential learning cycle. Discuss the various principles of experiential learning. 10+10

[2]

4. Discuss the concept of Industry 4.0 and its main characteristics. 10+10
5. Explain the basic principles that need to be followed for best practices and innovation. Give few examples of best practices in different types of innovation. 10+10
6. Explain the concept of corporate strategy. Describe the nature and scope of corporate strategy. 10+10
7. Discuss the different creative commons open licences. 20
8. Write short notes on any *four* of the following : 4×5=20
 - (a) MERLOT
 - (b) Teacher Tube
 - (c) NROER
 - (d) Advanced Manufacture Competency (AMC)
 - (e) Green Process Innovation Capacity (GPSIC)
 - (f) Brainstorming

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C-2425/MER-014