

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

**Term-End Examination**

**June, 2025**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

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1. Who are creative individuals ? Describe their main characteristics with examples.  
5+15
2. What are the different creative commons open licenses ? Explain the meaning of the terms 'Public domain' and 'All rights reserved' in the context of OERs. 10+10

3. Define the term 'experiential learning' with examples. State the principles and challenges of experiential learning. 6+7+7
4. Explain creativity and elements of creativity process. Enlist the characteristics of creative individuals. 15+5
5. Discuss the importance of Innovation in Entrepreneurship. Describe the types of innovation by giving examples. 10+10
6. Describe different goals of SDGs. Discuss any *two* differences between SDGs and MDGs. 14+6
7. Explain the concept of diversification with an example. Describe the steps involved in the merger and acquisition process. 10+10
8. Write short notes on any *four* of the following : 4×5=20
  - (i) Industry 4.0
  - (ii) GACD
  - (iii) PLM
  - (iv) Essence of Strategy
  - (v) Brainstorming

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