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**MER-014**

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

**Term-End Examination**

**December, 2023**

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

*Time : 3 Hours*

*Maximum Marks : 100*

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

(ii) *All questions carry equal marks.*

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1. Explain techniques of enhancing maintaining the creativity of the followings : 10+10
  - (i) Brainstorming
  - (ii) Syneritics
2. What is strategic intent ? Discuss concepts of leverage, stretch and fit with respect to business organisation. 5+15

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3. Explain various strategic alternatives by giving example of each. Describe the process of strategy formulation. 10+10
4. Define diversification. Discuss the pros and cons of any *one* diversification strategy. 10+10
5. Discuss political risk in expansion of business operations into Africa or middle east. What are the risks associated with it ? 20
6. Explain the importance of innovation in entrepreneurship. Describe the types of innovations with examples. 10+10
7. Discuss the importance of forecasting in business. Describe medium and short-term decisions planning. 10+10
8. What are the features of creative individuals ? Discuss the importance of creative individuals in entrepreneurship. 20

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