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**MER-014**

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

**Term-End Examination**

**June, 2024**

**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. Define 'creative process'. Critically discuss various elements of creative process. 10+10
2. Discuss the rationale of partnership in innovation. Describe the role and limitations of partners in innovation. 10+10
3. Differentiate between the following by giving examples : 10+10
  - (a) Strategy *vs.* Policies
  - (b) Strategy *vs.* Tactics

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4. What is Forecast Control ? Explain various methods of forecasting control system. 10+10
5. Describe principles of best practices and innovation. Explain a few best practice followed in different types of innovations. 10+10
6. Define Strategy. Why is important in entrepreneurship ? Distinguish between business level and functional strategies. 10+10
7. Explain processes of Mergers and Acquisitions (M&A). What are the factors encourage the top management to go in for M & A ? 10+10
8. Explain techniques required to be followed for enhancing and maintaining creativity of brainstorming and synertics. 20