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MER-014

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

**Term-End Examination
June, 2023**

**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. Who are creative individuals ? Describe their main characteristics with examples. 20
2. 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. 20
3. What do you mean by strategy ? Explain the nature and levels of strategy. 20

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4. Define forecasting. Why is forecasting important in business ? Identify applications of forecasting for : 10+10
 - (a) Long-term decisions
 - (b) Medium-term decisions
5. What is diversification ? Explain the steps involved in the merger and acquisition process. 10+10
6. Explain corporate strategy. Describe the nature and scope of corporate strategy. 10+10
7. Discuss the importance of Innovation in Entrepreneurship. Describe the types of innovation by giving examples. 10+10
8. Explain the political risk factors associated with business expansions in Africa and Middle East. Suggest how to overcome them. 20