A1051

Name.....

Register No.....

NAIPUNNYA INSTITUTE OF MANAGEMENT AND INFORMATION TECHNOLOGY (AUTONOMOUS)

FIRST SEMESTER (FYUG) DEGREE EXAMINATION NOVEMBER 2025

MULTI-DISCIPLINARY COURSE

BBA1FM105 - CREATIVITY ,INNOVATION AND BUSINESS DEVELOPMENT

Time:One Hour and a Half | Maximum:50 marks

Section A

Answer the following

2 marks each, 10x2=20 with a ceiling of 16 marks

1. Define market research.	CO4
2. What is a risk?	CO1
3. Why is it important for companies to foster a culture of innovation?	CO2
4. What is business plan?	CO4
5. How can intellectual property rights affect innovation?	CO2
6. What is employee engagement?	CO2
7. Define recruitment.	CO4
8. Explain emotional intelligence.	CO1
9. What are the qualities required for an entrepreneur?	CO3
10. How does risk impact organizational innovation?	CO2

Section B

Answer the following

6 marks each, 5x6=30 with a ceiling of 24 marks

11. Explain the Key marketing channels.	CO4
12. Explain the role of creativity in business.	CO1
13. Evaluate the concept of business model with an example.	CO3
14. What is brainstorming? Explain its key principles.	CO1
15. What are the common sources of funding? Discuss.	CO4

Turn Over

Section C

Answer any one of the following

10 marks each

16. Describe the impact of digital transformation on traditional business. Discuss with examples on how companies have successfully adapted to digital innovation. CO2

17. Evaluate the importance of entrepreneurial marketing and financing in the growth and sustainability of a new venture. CO4

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