

**Savitribai Phule Pune University**  
**Department of Management Sciences**  
**MBA-BT Semester III**  
**Semester End Exam Dec 2014**  
**304-ED IKM**

**Maximum Marks: 50**

**Time: 3Hrs**

**Answer Section 1 and 2 on separate sheets.**

**Section 1 (25 marks)**

**Attempt all questions.**

**All questions carry equal marks**

**Supplements are not allowed.**

1. Comment on the validity of any theory of Entrepreneurship of your choice.
2. Write notes on any two: 1) Importance of WACC, 2) Need of demand analysis, 3) Qualities required to become a successful Entrepreneur.

OR

Differentiate between an Entrepreneur and Intrapreneur.

**Section 2 Section 1 (25 marks)**

**Answer any five from Q1 to Q 8 (Marks 15)**

**Q9 is compulsory (Marks 10)**

**Q1.** What is knowledge management?

**Q2.** What are the challenges of Knowledge management?

**Q3.** List the differences between explicit and tacit knowledge

**Q4.** What are the four types of creativity?

**Q5.** List all the barriers in the process of creativity.

**Q6.** Define invention and innovation and state the difference.

**Q7.** List the characteristics of an innovator.

**Q8.** What are the sources of innovation?

**Q9.** Write an essay on the success story of Flipkart OR WhatsApp OR DISNEY Group. **(Marks 10)**