

MARKS: 60**TIME: 2 hrs.****All questions are compulsory. Figures to right indicate full marks.**

Q1) Explain incremental innovation with types and give an example from the startup industry to substantiate your answer. (15 Marks)

Q2) a) Explain the need for contracts with an example for how they affect projects' speed and finances. (15 Marks)

OR

Q2) b) Explain the best ways to mitigate conflict in personal and professional contexts. (8 Marks)

Q2) c) How does an adverse condition arise due to conflicts created by difficult superiors at a work place? How should you deal with it? (7 Marks)

Q3) a) Explain all the steps for company formation to convert a simple team into a Pvt. Ltd. company (15 Marks)

OR

Q3) b) What are the key components of a business model and which is most important for Film industry? (8 Marks)

Q3) c) What is the importance of a Business Plan and what are its major components? (7 Marks)

Q4) Write short notes on any of the 3 out of the following – (15 Marks)

- a) Process innovation
- b) Company ethics
- c) Negotiation/bargaining tactics
- d) Comparison of innovation vs inventions
- e) Revenue sharing model
- f) Competitive advantage with respect to innovation

