



Course/Branch: MBA Common

Subject Name : Innovation & Entrepreneurship

Subject Code : KMBN302

Semester: III
 Max. Marks: 100
 Time: 180min

- CO-1: Remember and comprehend basic concepts of entrepreneurship
CO-2: Develop knowledge on entrepreneurial finance, assistance and role of Entrepreneurial Development Agencies
CO-3: Develop understanding of converting an idea to an opportunity and develop understanding of various funding sources
CO-4: Gain in depth knowledge of innovation and its various sources
CO-5: Develop understanding of various dimensions of innovation along with current trends and general awareness of innovation and startup

Section –A# 20 Marks (Short Answer Type Questions)

Attempt ALL the questions. Each Question is of 2 marks (10 x 2 = 20 marks)

Q No.	COs	Question Description # Attempt ALL the questions. Each Question is of 2 marks
1	CO1	Define innovation. (K1)
a	CO1	What do you mean by design-led innovation? (K1)
b	CO1	What do you mean by design-led innovation? (K1)
c	CO2	Explain rural entrepreneurship. (K2)
d	CO2	What is the concept of intrapreneurship? (K1)
e	CO3	Explain the role of DICs. (K2)
f	CO3	What is the MSME policy of government in India? (K1)
g	CO4	What is opportunity assessment? (K1)
h	CO4	What is feasibility analysis? (K1)
i	CO5	Explain IPO. (K2)
1	CO5	Explain joint venture. (K2)

Section – B# 30 Marks (Medium Answer Type Questions)

Attempt ALL the questions. Each Question is of 6 marks (5 x 6 = 30 marks)

- Q 2 (CO-1) Explain the types of innovation and Design-led innovation. (K5)
 OR
 Discuss organizations effectively. Integrate co-creation and open innovation practices to enhance product development. (K6)
- Q 3 (CO-2) Explain the factors affecting entrepreneurship and explain characteristics of an entrepreneur. (K5)
 OR
 Discuss the challenges faced by entrepreneurs and women entrepreneurs. (K6)
- Q 4 (CO-3) Explain the sources of financing small-scale industries in developing countries. (K5)
 OR
 Discuss the role of central government and state government in promoting entrepreneurship with various incentives. (K6)
- Q 5 (CO-4) Discuss the sources and methods of idea generation. (K6)
 OR
 Explain economic analysis and feasibility analysis for developing an product. (K5)

Q 6 (CO-5) Explain the steps involved in launching a business. (K5)

OR
 Discuss the exit and end of a venture. (K6)

Section – C# 50 Marks (Long Answer Type Questions)

Attempt ALL the questions. Each Question is of 10 marks.

- Q 7 (CO-1): Attempt any ONE question. Each question is of 10 marks.
 a. Explain the key enablers and barriers to fostering a sustainable culture of innovation within organizations. (K5)
 b. Discuss critical components adopted by the organizations considering when developing an innovation strategy to align with their long-term goals. (K6)
- Q 8 (CO-2): Attempt any ONE question. Each question is of 10 marks.
 a. Discuss how can aspiring entrepreneurs effectively identify and evaluate opportunities in dynamic and uncertain markets. (K6)
 b. Discuss in detail about social entrepreneurship with suitable examples. (K6)
- Q 9 (CO-3): Attempt any ONE question. Each question is of 10 marks.
 a. Discuss the role of SSIs, NSICs, EDIINIEBUD, NEDB, and Entrepreneurship Development Institute (EDI). (K6)
 b. Explain the role of venture capital. It plays in entrepreneurial finance, and how do its dynamics differ from other funding mechanisms such as angel investing or crowdfunding. (K5)
- Q 10 (CO-4): Attempt any ONE question. Each question is of 10 marks.
 a. Explain the process of a new venture and its challenges. (K5)
 b. Discuss how can collaboration and brainstorming techniques be utilized to expand the scope of idea generation and refinement in a team or organization. (K6)
- Q 11 (CO-5) Attempt any ONE question. Each question is of 10 marks.
 a. How should entrepreneurs evaluate various forms of business ownership to align with their business goals and operational needs. Discuss. (K6)
 b. Explain how can entrepreneurs approach business revival strategies effectively, and what key factors should they consider to avoid business failure. (K5)