
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2022 COURSE)
M.B.A. Sem-III : SUMMER : 2024
SUBJECT: INNOVATION, DESIGN THINKING & ENTREPRENEURSHIP MANAGEMENT

Day : Wednesday
Date : 15/05/2024

S-25975-2024

Time : 02:00 PM-05:00 PM
Max. Marks : 100

N.B.:

- 1) Attempt any **FOUR** questions from Section –I and any **TWO** questions from Section-II.
 - 2) Figures to the right indicate **FULL** marks.
 - 3) Answer to both the sections should be written in **SAME** answer book.
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SECTION-I

- Q.1** Discuss the key characteristics and traits of successful entrepreneurs. How do these traits contribute to their entrepreneurial success? (15)
- Q.2** Discuss the challenges organizations face when trying to foster innovation. How can these challenges be addressed or mitigated? (15)
- Q.3** Describe the innovation process and its key stages. How can organizations effectively manage each stage to drive innovation? (15)
- Q.4** Define creativity and outline its components. What are the key techniques used to foster creativity? (15)
- Q.5** Explain the concept of value proposition in business models. How can organizations build and analyze their business models to create customer-focused innovations? (15)
- Q.6** Write short notes on any **THREE** of the following: (15)
- a) Venture finance
 - b) Sustainability and Innovation
 - c) Intrapreneurship
 - d) Lateral Thinking Exercise
 - e) Value Innovation logic

SECTION-II

- Q.7** “Product disaster can be a fertile ground for innovation”. Do you agree or not. Give your comments with suitable examples. (20)
- Q.8** Imagine a young entrepreneur named Ajay who has always dreamt of starting a technology company. Discuss Ajay’s entrepreneurial personality and intentions. Analyze the characteristics and traits that make Ajay suited for entrepreneurship. Identify the challenges Ajay might face in turning this dream into a reality. (20)
- Q.9** “Entrepreneurial Networking with innovative strategies boost up product promotion.” Comment. (20)