
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A Sem-III : SUMMER : 2024
SUBJECT: ENTREPRENEURSHIP DEVELOPMENT & INNOVATION
MANAGEMENT

Day : Tuesday
Date : 21/05/2024

S-22791-2024

Time : 02:00 PM-04:00 PM
Max. Marks : 50

N. B. :

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

- Q. 1** What is entrepreneurship? Describe various entrepreneurial challenges. **(10)**
- Q. 2** What do you mean by innovation? Explain radial vs. incremental innovation. **(10)**
- Q. 3** Discuss various innovation management strategies citing suitable examples. **(10)**
- Q. 4** What is creativity? Enlist barriers to creativity. **(10)**
- Q. 5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Intra-organisational Innovation
 - b) Business Pitching
 - c) Forms of Business organisations

SECTION – II

- Q. 6** Explain various methods and tools for creative problem solving. **(10)**
- Q. 7** Imagine that you are launching bike taxi service in your city. State the project feasibility in detail. **(10)**
- Q. 8** A budding entrepreneur is launching a packers and movers services in the market. How should he create value proposition for his business? Give your suggestions. State necessary assumptions. **(10)**

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