

**MBA (Integrated)**  
**(SEM VII) THEORY EXAMINATION 2022-23**  
**INNOVATION & ENTREPRENEURSHIP**

**Time: 3 Hours**

**Total Marks: 100**

**Note:** Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

1. **Attempt all questions in brief.** **2 x 10 = 20**
- (a) Brief co-creation innovation.
  - (b) Differentiate between innovation and invention.
  - (c) Define entrepreneurship.
  - (d) Who is Fabian entrepreneur?
  - (e) Brief about role of NSICs.
  - (f) List the role of EDIs.
  - (g) What is mind-mapping technique of Idea Generation?
  - (h) What is angel investor?
  - (i) How economic analysis is performed?
  - (j) Explain technological feasibility.

**SECTION B**

2. **Attempt any three of the following:** **10 x 3 = 30**
- (a) Discuss the steps involved in developing an innovation strategy.
  - (b) Discuss characteristics and skills of a successful entrepreneur.
  - (c) Discuss new initiative taken by government to promote entrepreneurship.
  - (d) Explain the concept and methods of opportunity assessment.
  - (e) Discuss the steps involved in launching a business (process chart).

**SECTION C**

3. **Attempt any one part of the following:** **10 x 1 = 10**
- (a) What is a business model? Explain benefits of Business Model Innovation. Also gives examples of business model innovation.
  - (b) Discuss different types of innovation with suitable examples.
4. **Attempt any one part of the following:** **10 x 1 = 10**
- (a) Discuss opportunities available and challenges faced by entrepreneurs in 21<sup>st</sup> century.
  - (b) Explain various factors affecting entrepreneurship.

5. **Attempt any one part of the following:**

10 x 1 = 10

- (a) "Financial fund requirement is estimated for most of the business, especially startups". Explain steps with examples.
- (b) Discuss MSME policy of government of India for entrepreneurial growth.

6. **Attempt any one part of the following:**

10 x 1 = 10

- (a) Discuss the concept and process of individual creativity.
- (b) Describe various components of Ideal Business Plan.

7. **Attempt any one part of the following:**

10 x 1 = 10

- (a) Explain the procedure of registration of business unit.
- (b) Discuss various forms of ownership with advantages and disadvantages.

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