

CDOE
MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)
M.B.A. Sem-III : WINTER :- 2021
SUBJECT: ENTREPRENEURSHIP DEVELOPMENT & INNOVATION
MANAGEMENT

Day : Friday
Date 18-02-2022

W-22932-2021

Time : 10:00 AM-01:00 PM
Max. Marks: 50

N.B.

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

SECTION – I

- Q.1** What is entrepreneurship? Distinguish between entrepreneurs and managers. (10)
- Q.2** What do you mean by innovation? Explain various challenges to innovation. (10)
- Q.3** Describe the innovation process in case of any product of your choice. (10)
- Q.4** Elaborate on various aspects of Business Model Canvas. (10)
- Q.5** Write short notes on **ANY TWO** of the following: (10)
- a) Components of creativity
 - b) Business Pitching
 - c) Venture financing for entrepreneurship

SECTION – II

- Q.6** ‘An economy is the effect for which entrepreneurship is the cause.’ Explain. (10)
- Q.7** ‘Innovation is taking two things that already exist and putting them together in a new way.’ Do you agree with this statement? Justify your answer. (10)
- Q.8** Give importance of value proposition for business. Explain value propositions for the following businesses / products. (10)
- a) Urban Clap
 - b) Reliance Jio
