

**MASTER OF BUSINESS ADMINISTRATION (HUMAN RESOURCE) (CBCS - 2020
COURSE)**

M.B.A. (H.R.) Sem-III : WINTER : 2021

**SUBJECT: ENTREPRENEURSHIP DEVELOPMENT & INNOVATION
MANAGEMENT**

Day : Saturday
Date : 05-02-2022

W-22859-2021

Time : 02:00 PM-04:00 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 are the major functions performed by the entrepreneurs? Discuss in detail. (10)
- Q.2** Explain the term 'Innovation'. Give various sources of innovation with suitable examples. (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) Barriers to creativity
 - b) Venture financing for entrepreneurship
 - c) Business pitching

SECTION – II

- Q.6** Write an essay on the growth of entrepreneurship in India. (10)
- Q.7** Do you think organisational culture encourages creativity and innovation? Justify your answer. (10)
- Q.8** Give importance of value proposition for business. Explain value propositions for the following businesses / products. (10)
- a) Uber
 - b) Zomato
