

**MASTER OF BUSINESS ADMINISTRATION (CBCS - 2020 COURSE)**  
**M.B.A Sem-III :SUMMER- 2022**  
**SUBJECT : ENTREPRENEURSHIP DEVELOPMENT & INNOVATION**  
**MANAGEMENT**

Day : Saturday  
Date : 11/6/2022

**S-22791-2022**

Time : 10:00 AM-12:00 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** Describe with examples the common characteristics of successful entrepreneurs. **(10)**
- Q.2** Explain various types of innovation with suitable examples. **(10)**
- Q.3** Describe the innovation process in case of any product of your choice. **(10)**
- Q.4** By citing suitable examples, explain the concept of lean start-ups. **(10)**
- Q.5** Write short notes on **ANY TWO** of the following: **(10)**
- a) Components of creativity
  - b) Business Pitching
  - c) Lean start up

**SECTION – II**

- Q.6** Discuss role of entrepreneurship in economic development of India. **(10)**
- Q.7** How does leadership affect innovation? Explain your answer with suitable examples. **(10)**
- Q.8** Give importance of value proposition for business. Explain value propositions for the following businesses / products. **(10)**
- a) Ola cabs
  - b) Swiggy

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