

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

M.B.A. (HR) Sem-III :SUMMER- 2022

SUBJECT : ENTREPRENEURSHIP DEVELOPMENT & INNOVATION

MANAGEMENT

Day : Saturday

Time : 10:00 AM-12:00 PM

Date : 11/6/2022

S-22859-2022

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.
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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
