

MBA Degree (PT) V Semester End Semester Examination- December, 2022**20-372-0501: Innovation and Entrepreneurship**

(Regular)

Time: 3 Hours

Max. Marks: 50

PART A*(Answer ALL questions. Each question carries 2 marks)*

1. Substantiate the need for enterprise business planning in new venture creation.
2. Recall the elements of a family business system. Cite one reason for conflict.
3. List out some government support schemes for entrepreneurship.
4. State the concept of 'Valley of Death' in the context of entrepreneurship.
5. Differentiate between Open Innovation and Closed Innovation.

(5X2=10)

PART B*(Answer ANY FIVE Questions. Each question carries 4 marks)*

6. Illustrate the key components of a business feasibility report.
7. Summarise the role played by entrepreneurship in nation building.
8. Highlight an innovative entrepreneurial venture of Indian origin. Identify the entrepreneurial traits demonstrated by its founder.
9. Compare and contrast a social enterprise with a traditional enterprise.
10. Draw a mind map to generate four innovative business ideas based on your hobby/passion.
11. Enumerate some managerial challenges faced by entrepreneurs during enterprise formation.
12. Examine the sources of entrepreneurial finance at different stages of business development.

(5X4=20)

PART C*(Answer ANY TWO questions. Each question carries 10 marks)*

13. A friend of yours wants to start a business unit but is not sure how about available forms of business. Classify the various business structures showing him the advantage and disadvantages of using each approach.
14. Compare the various means for establishing financial feasibility of an enterprise and specify (i) purpose of each analysis (ii) the key investor take aways from each analysis.

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15. Chandanpet is a place in Telengana famous for its pearls. A jeweler in Hyderabad has used the name Chandanpet Pearls since 1954 as its trade name as well as brand name to describe its imitation pearls. The company was alarmed to know that a jeweler selling pearls in Kerala was using the name Chandanpet Jewelry. The Kerala jeweler felt it had the right to use the name in question because the pearls were sourced directly from artisans in Chandanpet. Citing trademark infringement, Chandanpet Pearls Hyderabad filed a lawsuit asking for a judgement to stop it's competitor from using the name.

- (i) Assess whether the case for trademark infringement is legally valid.
- (ii) Examine the type of intellectual property rights implied in the case.

(2x10=20)
