

Reg. No.

MBA Degree (FT) II Semester End Semester Examination- June, 2022

21-371-0208: Innovation & Entrepreneurship

(Regular)

Time: 3 Hours

Max Marks: 50

Course Outcomes: On completion of the course, the student will be able to:

CO1	Ability to recall the basic concepts and terms related to Innovation and entrepreneurship, Entrepreneur, characteristics, traits, theories, concept of innovation, entrepreneurship environment, sources of ideas, starting a business, sources of funds, government support for entrepreneurship
CO2	Enable the Incumbents to understand comprehensively the concepts delivered at the remembrance level to make them cognitively fit for application.
CO3	Develop application skills in entrepreneurship based on the understanding of the different contents delivered to apply them with illustrations and cases.
CO4	Impart skills to analyse the real time data to explore and establish relationships in the areas of entrepreneurship decisions.
CO5	Make the students capable to evaluate various business ideas and select the most appropriate one on the basis of opportunity identification, opportunity evaluation and feasibility studies
CO6	Generate new business ideas and create business plans and proposals for starting business or business expansion/ diversification.

BL – Bloom's Taxonomy: (L1- Remember, L2 - Understand, L3 – Apply, L4-Analyse, L5-Evaluate, L6-Create)

PART A

(Answer ALL questions. Each question carries 2 marks)

Q. Nos.	Questions	Marks	BL	CO
1	Recall the concept of frugal innovation	2	1	CO1
2	Describe the motives of social entrepreneurship	2	2	CO2
3	Elucidate the importance of patents in innovation landscape	2	3	CO3
4	Explain the strengths of the country in terms of Competitiveness Index	2	4	CO4
5	Is entrepreneurship suitable as a career choice for you? Explain in light of the suitability to your personality	2	4	CO4

(5X2=10 marks)

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

Q. Nos	Questions	Marks	BL	CO
6	How do you assess an idea? Explain idea evaluation concept with the help of an example.	4	1	CO5
7	Explain the theory of motivation applicable to entrepreneurship	4	2	CO2
8	Rohan intends to start a startup incubated at the Maker Village of Kerala Startup Mission. He has received a seed fund of Rs. 5 lakh for prototyping. While starting his venture, he is confused about selecting a form business organisation. He intends to raise his finance through various funding sources, when he commercializes his product. Help him to choose an appropriate business organisation. Give valid reasons for the same.	4	3	CO3
9	What are the various unconventional financing sources for an entrepreneur? Give a brief account of the series funding of startups in India.	4	2	CO3
10	Explain the various activities of Startup Mission in India	4	1	CO4
11	Explain how market size can be estimated?	4	2	CO3
12	Explain the concept of Ease of Doing B. Evaluate India's position in the EDB ranking	4	4	CO5

(5X4=20 marks)

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

Q. Nos	Questions	Marks	BL	CO
13	What are the elements of business model canvas? Prepare a business model canvas for a startup in Edutech segment during covid-19 pandemic	10	5	CO6
14	Discuss about the entrepreneurial ecosystem in India and its success in driving a startup culture in India	10	3	CO3
15	Explain the process of design thinking with the help of a suitable example. Explain how customer journey mapping can be done for identifying the potential problems of customers with the help of an example	10	6	CO6

(2x10=20 marks)

L1 - 6%, L2- 13.33%, L3 - 33.33%, L4- 20%, L5-13.33%, L6-13.33%
