

MBA Degree (PT) V Semester University End Semester Examination- November, 2023

21-372-0501: INNOVATION AND ENTREPRENEURSHIP

(Regular and Supplementary)

Time: 3 Hours

Max. Marks: 50

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

CO1	Recall basic concepts and terms related to Innovation and Entrepreneurship, characteristics, traits, theories, entrepreneurship environment, sources of funds and govt support for entrepreneurship.
CO2	Understand the concepts delivered at the remembrance level to make them cognitively fit for application.
CO3	Apply skills in entrepreneurship based on understanding to apply them with illustrations and cases.
CO4	Analyse real time data to explore relationships in the area of entrepreneurship decisions.
CO5	Evaluate various business ideas and select the appropriate ones based on evaluation and feasibility studies.
CO6	Create business plans and proposals for starting businesses/ business expansion.

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	When a chef prepares morning breakfast using the leftovers from the previous night, he is exhibiting effectuation. Explain this concept.	2	2	3
2	Diagrammatically depict the various levels in innovation.	2	2	1
3	From the point of view of a banker, list the principles of good lending.	2	1	1
4	Identify how an Incubator provides entrepreneurial support.	2	2	2
5	The worlds largest fast-food chain, McDonalds does not own and operate its outlets. Outline its strategy.	2	2	3

(5X2=10 marks)

PART B

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

Q. Nos.	Questions	Marks	BL	CO
6	Classify the various types of intellectual property. Differentiate between a Coined mark, Suggestive mark and Arbitrary mark using examples.	4	3	3
7	Examine the difference between a LLP and a company.	4	2	2
8	Summarise the advantages and disadvantages of a family business using an example of a well-known business.	4	3	5

9	List two techniques through which a firm's valuation can be done.	4	4	3
10	Enumerate the managerial challenges faced by entrepreneurs during enterprise formation.	4	4	4
11	Your friend wants to set up a senior home for assisted living in Kochi. She consults you for directions on location choice. Formulate the required inputs.	4	5	5
12	Using the Idea checklist technique, recommend ways to solve the traffic problem in Kochi city.	4	5	5

(5X4=20 marks)

PART C

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

Q. Nos.	Questions	Marks	BL	CO
13	(i) Supply supportive reasons for preparing a Business feasibility report. (ii) Determine the key components of a Business feasibility report.	3 7	3 4	3 4
14	Divya is a specialty retail store that focuses on fast fashion jewellery and accessories with presence across metro cities in India. Divya stores are usually seen around apparel fashion clusters, especially within shopping malls and high streets. With a target market of young women between 15-25 years of age, the stores project a vibrant look befitting the funky, fast moving vibrant product range on offer. However, as an employer, Divya is faced with a huge challenge of attracting and retaining talented youngsters from Generation Y. To solve this problem and be an employer of choice, Divya has kickstarted a few employee friendly initiatives like providing Workshops to bridge existing skill gaps, career development plans for store managers, leadership development programs for senior managers, offering higher pay in critical job roles and regional relocation as part of career progression. Born between 1981 and 2000, members of Generation Y represent about 50% of the workforce today. This generation loves to socialise beyond intimate friend circles, multitask, earn and spend on their own terms and pursue their passion as a career. Being focused on self-improvement, this generation gets a kick out of being in a constantly evolving work environment conducive for learning and upskilling. This generation believes in having flexible work patterns, mobility in the workplace and dictating their own job terms and conditions. This is in stark contrast to			

	<p>the previous generations who regarded their jobs as worship and primary source of security in life. Unlike the previous generations, Generation Y-ers seek instant gratification and can't digest having to start at entry level mundane job profiles, despite being highly educated. Somehow, retail is not viewed as a career of choice by Generation Y, who have limited sight of career prospects 'beyond the shop floor'. The prestige element they seek is missing too. They view the career as being a short-term employment solution, with difficult working conditions (long hours, repetitive tasks and low salaries).</p> <p>(i) Suggest entrepreneurial qualities the founder must have to tackle the challenges of this business.</p> <p>(ii) In spotting new entrepreneurial opportunity, assess innovations in product, service and process that can be undertaken at Diva.</p>	4	5	5
15	<p>Alen runs a franchise outlet for a leading footwear brand. He notices that the sales during the regular months (8 months) is equal to the sales during the four month discount season. He realizes that the Indian consumer is very value conscious and is always seeking a deal. He decides to launch an online multi-brand discount store, offering a wide range of branded products with deep discounts throughout the year. The plan is to do a lot of opportunity buying, by purchasing excess production and seconds from companies. The business faces competition from factory outlets, online market places and in the form of seasonal discounts at branded stores. His challenges are many yet so are the hidden opportunities.</p> <p>Imagine you are Alen. Develop a Lean Canvas to profile your business model.</p>	10	6	6

(2x10=20 marks)
