

**School of Pharmaceutical Management****MBA Pharmaceutical Management****Batch-14th (2022-2024)****Second Year, Term 4 End Term Examination, September 2023****PHRM-741 Entrepreneurship****Time - 3 Hour****Maximum Marks: 50 (Minimum Marks: 20)****Instructions to students:**

- This question paper contains 2 printed pages.
- Don't write anything on the Question Paper except writing your Enrolment No.

Part A**(Maximum Marks: 5)**

Q1. Answer the following questions by choosing the most correct option.

(1 x 5 = 5)

- (i) Which of these is not a category of external forces that affects a business?
 - (a) Competitive forces
 - (b) Technological forces
 - (c) Economic forces
 - (d) Socio-economic forces
- (ii) Who should be involved in preparing a firm's business plan?
 - (a) Accountant
 - (b) Engineer
 - (c) Entrepreneur
 - (d) None of the above
- (iii) The process of creating something new is called:
 - (a) Creative flexibility
 - (b) Management
 - (c) Business
 - (d) Innovation
- (iv) Entrepreneurship Development Program is helpful for:
 - (a) First-generation entrepreneurs
 - (b) Future generation entrepreneurs
 - (c) Existing Entrepreneurs
 - (d) None of the above
- (v) What is the purpose of a feasibility study for starting a new venture?
 - (a) Exploring for potential customers
 - (b) Estimate sales
 - (c) To understand if there are any barriers to success
 - (d) None of the above

Part B

(Maximum Marks: 15)

Answer the following questions in brief.

(2 x 7.5 = 15)

- Q2. What is Design thinking? Elaborate with suitable examples.
- Q3. Differentiate creativity and innovation with special focus of Pharmaceutical Industry. Cite Few examples of innovative products in pharmaceutical Sector.

Part C

(Maximum Marks: 30)

Answer the following questions in detail.

(2 x 15 = 30)

- Q4. What do you mean by Ideation? How an idea can be created, explain steps of Ideation and Incubation.
- Q5. What is a business model canvas? How it assists an entrepreneur. Explain 9 building blocks of business model canvas focusing on new packing unit of a pharma product.