



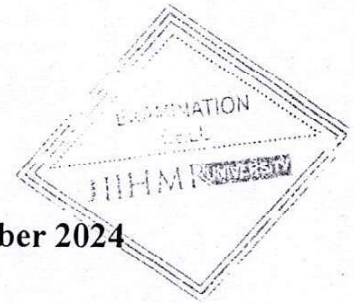
School of Development Studies

MBA Development Management

Batch-3rd (2023-2025)

Second Year, Term 4 End Term Examination, November 2024

Enrolment No.:



DM-742 Entrepreneurship and Innovations

Time - 3 Hour

Maximum Marks: 50 (Minimum Marks: 20)

Instructions to students:

- This question paper contains 02 printed pages.
- Don't write anything on the Question Paper except your Enrolment No.

Part A

(Maximum Marks: 5)

Q1. Choose the correct option (1 mark each):

- (a). Who should be involved in preparing a firm's business plan?
- a) Accountant
 - b) Engineer
 - c) Entrepreneur
 - d) None of the above
- (b). The first step in the entrepreneurial process is _____?
- a) Idea Generation
 - b) Prototype Creation
 - c) Team Building
 - d) Financial Planning
- (c). How many components/elements are there in the Business Model Canvas given by Osterwalder?
- a) Ten
 - b) Eight
 - c) Four
 - d) Nine
- (d). _____ is the initial commercialization of invention by producing and selling a new product, service, or process.
- a) Improvement
 - b) Process development
 - c) Innovation
 - d) Invention
- (e). Which is the element of the nature of the entrepreneurial environment?
- a) Transformation
 - b) Exchange of information
 - c) Changes according to the need
 - d) All the above

Part B**(Maximum Marks: 15)**

Answer the following questions (7.5 mark each). Note that there is a choice between Q2 & Q3 and Q4 & Q5.

- Q2.** How would you describe the stages involved in the design thinking process and the purpose of each stage?

OR

- Q3.** What are the key dimensions of entrepreneurial orientation, and how do they contribute to entrepreneurial success?

- Q4.** Can you elaborate on why recognizing opportunities is crucial for entrepreneurial success? Also, describe the process entrepreneurs should follow when evaluating potential business opportunities.

OR

- Q5.** What are the essential steps to consider when formulating a problem statement to ensure it is effective and actionable?

Part C**(Maximum Marks: 30)**

Answer the following questions (15 mark each). Note that there is a choice between Q6 & Q7 and Q8 & Q9.

- Q6.** Describe the Osterwalder Business Model Canvas and its assistance to entrepreneurs. Explain the 9-business model canvas building blocks focusing on a chosen startup.

OR

- Q7.** Can you list the different types of revenue models utilized by businesses, and how can a startup determine the most suitable revenue model for their business?

- Q8.** Describe the various categories of entrepreneurship and discuss which type of entrepreneurship you believe is the most sustainable in the long run and explain why.

OR

- Q9.** Explain types of debt financing. Which type of debt financing would you recommend for a rapidly growing tech company and why?

