Enrolment No.: ....

IIHMR UNIVERSITY

School of Development Studies

MBA Development Management

Batch-3rd (2023-2025)

Second Year, Term 4 End Term Examination, November 2024

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

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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?

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