

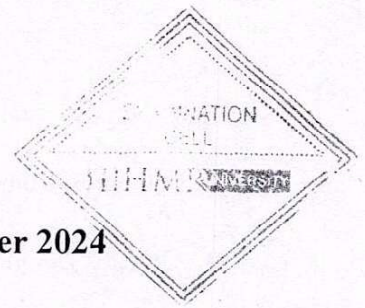


School of Pharmaceutical Management

MBA Pharmaceutical Management

Batch-15th (2023-2025)

Second Year, Term 4 End Term Examination, November 2024



PHRM-741 Entrepreneurship

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 writing your Enrolment No.

Part A

(Maximum Marks: 5)

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

- (a). What is the primary goal of entrepreneurship?
 - (i) To create job opportunities
 - (ii) To generate profit
 - (iii) To provide social services
 - (iv) To promote community welfare
- (b). Which of the following best describes a "value proposition"?
 - (i) A summary of a business's financial performance
 - (ii) The unique value a product or service provides to customers
 - (iii) A method of market research
 - (iv) A legal document outlining a business's operations
- (c). The process of creating something new is called:
 - (i) Creative flexibility
 - (ii) Management
 - (iii) Business
 - (iv) Innovation
- (d). Entrepreneurship Development Program is helpful for:
 - (i) First-generation entrepreneurs
 - (ii) Future generation entrepreneurs
 - (iii) Existing Entrepreneurs
 - (iv) None of the above
- (e). Which of the following is a crucial characteristic of successful entrepreneurs?
 - (i) Risk aversion
 - (ii) Lack of flexibility
 - (iii) Strong leadership skills
 - (iv) Dependence on others for decision-making

Part B

(Maximum Marks: 15)

Answer the following questions (7.5 mark each):

- Q2. What is Design Thinking? Explain in detail with relevant examples.
- Q3. How do creativity and innovation differ, particularly in the pharmaceutical industry? Provide examples of innovative products within the pharmaceutical sector.

Part C

(Maximum Marks: 30)

Answer the following questions in detail (15 mark each):

- Q4. What is Ideation? How can an idea be generated? Explain the steps involved in Ideation and Incubation.
- Q5. What is a Business Model Canvas, and how does it help an entrepreneur? Explain the 9 building blocks of the Business Model Canvas, focusing on a new packaging unit for a pharmaceutical product.

