



Institute of Health Management Research

MBA Hospital and Health Management

Batch-27th (2022-2024)

First Year, Term 2, End Term Examinations, February 2023

CC- 619 Entrepreneurship and Innovations in Health Care

Time - 3 Hour

MM-50

This question paper contains 1 printed page.

Q1. Differentiate between intrapreneur and entrepreneur, giving concrete examples. What are the characteristics of intrapreneurial organizational culture? Illustrate with an example.

(10 Marks)

Q2. Describe the Osterwalder Business Model Canvas 9 components for HCG Hospital / Rainbow Children Hospital.

(10
Marks)

Q3. In today's business scenario new ventures are challenging old ways of doing business. They are trying to disrupt the existing business model by offering distinguished value proposition. However, if value proposition offered by my models is not sustainable then someone will again come and disrupt their models. **Choose any one** out of the two options given below and define their Value Proposition You are supposed to then compare their Value Proposition with their nearest rival, mentioned in the options below.

- a) Analyze Zomato and compare it with Swiggy
- b) Analyze Fitbit and compare with Apple Watch (Maximum 500 words)

(10 Marks)

Q4. You want to start an innovative health start-up. Design a marketing plan for a start-up you choose to offer. Give the description of idea, need assessment and how it was done and design the marketing plan.

(20 Marks)