



Institute of Health Management Research

MBA Hospital and Health Management

Batch-28th (2023-2025)

First Year, Term 2 End Term Examinations, January 2024

CC – 619 Entrepreneurship and Innovations in Health Care

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. Choose the most appropriate option for the following: (1 mark each)

- (a). Which of the following is a government initiative aimed at promoting entrepreneurship and startups in India?
- (i). Skill India Mission
 - (ii). Swachh Bharat Abhiyan
 - (iii). Digital India Campaign
 - (iv). Ayushman Bharat Yojana
- (b). What is the primary objective of the "Make in India" campaign launched by the Indian government?
- (i). Promoting foreign investment in India
 - (ii). Encouraging domestic entrepreneurship
 - (iii). Boosting exports of Indian products
 - (iv). Attracting skilled labour to India
- (c). Which city in India is often referred to as the "startup capital" due to its vibrant entrepreneurial ecosystem ?
- (i). Bengaluru
 - (ii). Mumbai
 - (iii). Delhi
 - (iv). Hyderabad
- (d). Which Indian entrepreneur is the cofounder of Flipkart, one of the largest e-commerce companies in India?
- (i). Mukesh Ambani
 - (ii). Ratan Tata
 - (iii). Sachin Bansal
 - (iv). Azim Premji
- (e). The first step in the entrepreneurial process is _____?
- (i). Idea Generation
 - (ii). Prototype Creation
 - (iii). Team Building
 - (iv). Financial Planning

Part B

(Maximum Marks: 15)

Answer the following questions, in brief. There is a choice between Q2 & Q3, Q4 & Q5 and Q6 & Q7.

- Q2.** What is the primary difference between Innovation & Jugaad, describe using examples? (5)
OR
- Q3.** Differentiate between Convergent & Divergent thinking using examples. (5)
- Q4.** What is Start-up, explain using an example in healthcare sector? (5)
OR
- Q5.** What is problem, write a problem statement using a problem identification process? (5)
- Q6.** How can entrepreneurship be considered as a social movement, and what are its potential benefits for society? (5)
OR
- Q7.** How can entrepreneurship contribute to addressing climate change? (5)

Part C

(Maximum Marks: 30)

Answer the following questions, in detail.

- Q8.** Design the Business Model canvas explaining each parameter in detail. **(Choose any one)** (15)
(a). Zomato
(b). Practo
- Q9.** Discuss in detail, the business model disruption of **any two** below mentioned startup. (15)
(a). Khushi Baby
(b). Dawa Dost
(c). Pharm Easy
(d). HealthifyMe