



Institute of Health Management Research

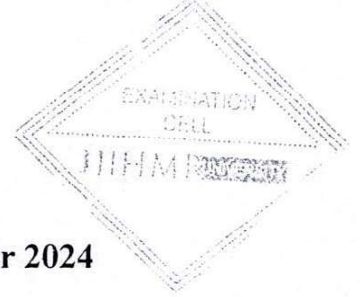
MBA Hospital and Health Management

Batch-29th (2024-2026)

First Year, Term 1 End Term Examinations, December 2024

CC-619 Entrepreneurship and Innovations in Health Care

Enrolment No.:



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 your Enrolment No.

Part A

(Maximum Marks: 5)

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

- (a). Who are the co-founders of Airbnb?
- (i) Jeff Bezos and Larry Page
 - (ii) Brian Chesky, Joe Gebbia, and Nathan Blecharczyk
 - (iii) Mark Zuckerberg and Eduardo Saverin
 - (iv) Elon Musk and Jack Dorsey
- (b). What is venture capital?
- (i) Funds provided by the government to new businesses
 - (ii) A loan from a bank for small businesses
 - (iii) Investment provided to startups with high growth potential in exchange for equity
 - (iv) Money borrowed from friends and family
- (c). What is disruptive innovation?
- (i) A minor improvement to an existing product
 - (ii) Innovation that helps maintain current market leaders
 - (iii) Innovation that creates a new market and value network, disrupting existing ones
 - (iv) A marketing strategy used by large corporations
- (d). What is the role of a business incubator?
- (i) To provide office space for small businesses
 - (ii) To offer early-stage companies support such as mentoring, networking, and resources
 - (iii) To fund large-scale marketing campaigns
 - (iv) To conduct market research
- (e). What does it mean for a startup to pivot?
- (i) To close down the business
 - (ii) To make a significant change in the business model or product
 - (iii) To merge with another company
 - (iv) To launch an initial public offering (IPO)

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

Answer the following questions (5 mark each). Note that there is a choice between Q2 & Q3, Q4 & Q5 and Q6 & Q7.

Q2. What is the primary difference between Innovation & Jugaad, describe using examples?

OR

Q3. Explain the key learnings from Narayana Hrudayalaya Case Study.

Q4. How would you describe Zomato's journey from its inception to becoming a leading global food delivery platform?

OR

Q5. What is problem, write a problem statement using a problem identification process?

Q6. What are the essential steps to consider when formulating a problem statement to ensure it is effective and actionable?

OR

Q7. How do Convergent and Divergent thinking differ? Explain with taking one example.

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

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

Q8. Design the Business Model canvas explaining each parameter in detail.(Choose any one)

- (a). Pharm Easy
- (b). Ola Cabs

Q9. Discuss in detail, the business model disruption of any two below mentioned startup.

- (a). Khushi Baby
- (b). Dawa Dost
- (c). Swiggy
- (d). HealthifyMe

