Enrolment No.: ....

IIHMR UNIVERSITY

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

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)

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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 <u>any two</u> below mentioned startup.

(a). Khushi Baby

(b). Dawa Dost

(c). Swiggy

(d). HealthifyMe

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