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Subject Code:- BGP GDT105

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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,  
GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

PGDM (GLOBAL)

TRIMESTER: I - THEORY EXAMINATION (20 .... -20 ....)

Subject: Innovation, Entrepreneurship Development And Design Thinking

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.

2. Maximum marks for each question are indicated on right -hand side of each question.

3. Illustrate your answers with neat sketches wherever necessary.

4. Assume suitable data if necessary.

5. Preferably, write the answers in sequential order.

6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

### **SECTION-A**

15

1. Attempt all parts:-

- 1-a. The primary goal of an entrepreneurial development program is \_\_\_\_\_.(CO1, K2) 1
- (a) To promote large corporations
- (b) To create more bureaucracy
- (c) To support and foster entrepreneurship
- (d) To discourage innovation
- 1-b. Explain the section of a business plan which typically includes information about the company's target market, competition, and marketing strategy. (CO2, K2) 1
- (a) Executive Summary
- (b) Market Analysis
- (c) Operations Plan
- (d) Financial Plan
- 1-c. The primary role of innovation in a business is- (CO3, K2) 1
- (a) To maintain the status quo and prevent changes in the market
- (b) To increase customer satisfaction through improved products or services
- (c) To adhere strictly to industry regulations without deviation
- (d) To focus exclusively on cost-cutting measures
- 1-d. Enumerate which of the following elements is typically included in a persona 1

profile- (CO4, K2)

- (a) Personal interests and hobbies
- (b) Detailed financial records
- (c) User demographics and pain points
- (d) Company financial projections

1-e. In the context of design thinking and healthcare services, explain a common method used to gather insights about patient experiences and challenges. (CO5, K2) 1

- (a) Financial audits
- (b) Patient interviews and observations
- (c) Market trend analysis
- (d) Competitive benchmarking

2. Attempt all parts:-

- 2.a. Explain the concept of Imitative Entrepreneurs. (CO1, K2) 2
- 2.b. Discuss the Scope of a Business Plan. (CO2, K2) 2
- 2.c. Define the term 'creativity' (CO3, K2) 2
- 2.d. Discuss the key elements that should be included in a persona. (CO4, K4) 2
- 2.e. Define Design Thinking. (CO5, K2) 2

### **SECTION-B**

15

3. Answer any three of the following:-

- 3-a. Discuss the various kinds of Factors affecting Entrepreneurship. (CO1, K4) 5
- 3-b. Explain the Steps to Prepare the Business Plan. (CO2, K2) 5
- 3-c. Differentiate between Creativity, Invention, and Innovation. (CO3, K2) 5
- 3-d. Discuss the various types of Innovation. (CO4, K2) 5
- 3.e. Evaluate the key stages of the design thinking process in the context of healthcare innovation. (CO5, K2) 5

### **SECTION-C**

30

4. Answer any one of the following:-

- 4-a. Illustrate the process of Idea generation through SCAMPER technique. (CO1, K2) 6
- 4-b. According to Clarence Danhof Classification, explain the various Types of Entrepreneurs. (CO1, K2) 6

5. Answer any one of the following:-

- 5-a. Discuss the various Types of Business Models. (CO2, K2) 6
- 5-b. Elaborate the Sources of Business Finance. (CO2, K2) 6

6. Answer any one of the following:-

- 6-a. XYZ E-Bikes, a startup, identified a gap in urban transportation—affordable, eco-friendly, and efficient commuting options. While electric vehicles (EVs) were gaining traction, the high cost of EVs and insufficient charging infrastructure were 6

significant barriers for city dwellers. The company introduced lightweight, foldable electric bicycles with a unique "pay-per-use" model. Users could rent the e-bikes via a mobile app, ride to their destination, and drop them off at designated hubs. To enhance convenience, XYZ partnered with local governments to install solar-powered charging docks across the city. Challenges faced are: Resistance to adopting new commuting habits, Competition from ride-sharing services and traditional public transport, and High initial investment in infrastructure.

Innovation Highlights: Introduced swappable batteries, reducing charging downtime, Developed an AI-powered app to optimize bike availability and predict demand, and Partnered with fitness brands to market e-bikes as a health-conscious choice.

Discuss how partnerships with governments and fitness brands play a role in overcoming adoption challenges. (CO3, K4)

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|---|--|---|
| 6-b.  | Explain the way creativity differ from innovation, and discuss the relationship between the two. (CO3, K2)                       | 6 |
| 7. Answer any <u>one</u> of the following:- |  |   |
| 7-a.  | Conduct a SWOT analysis for an ed-tech company. (CO4, K2)  | 6 |
| 7-b.  | Can SWOT Analysis be applied to personal development, and if so, suggest the way. (CO4, K2)                                      | 6 |
| 8. Answer any <u>one</u> of the following:- |  |   |
| 8-a.  | Differentiate between Forward Engineering and Reverse Engineering using suitable examples. (CO5, K2)                             | 6 |
| 8-b.  | Explain the way by which design thinking can help in creating more user-friendly medical devices or health technology. (CO5, K2) | 6 |