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Subject Code:- AMIBA0601

Roll. No:

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: VI - THEORY EXAMINATION (2024- 2025)

Subject: Entrepreneurship and Innovation

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. An entrepreneur makes decisions based on: (CO1, K1) 1

(a) Stability
(b) Innovation and risk-taking
(c) Following corporate policies
(d) Government instructions

1-b. Among the cultural factors affecting entrepreneurship, the one that is NOT included is: (CO2, K1) 1

(a) Family Background
(b) Market Demand
(c) Religious Beliefs
(d) Social Norms

1-c. A copyright protects: (CO3,K1) 1

(a) Logos
(b) Original creative work
(c) Trade secrets
(d) Business contracts

1-d. Strategic foresight focuses on: (CO4, K1) 1

(a) Complete product replacement
(b) Minor product improvements

(c) Disruptive change
(d) No change

1-e. Market-centric products are: (CO5, K1) 1

(a) Technology-driven only
(b) Expensive and elite
(c) Affordable and scalable
(d) Difficult to market

2. Attempt all parts:-

2.a.	Identify two types of startups with examples. (CO1, K2)	2
2.b.	List two examples of motivation-driven entrepreneurs in the tech industry. (CO2, K1)	2
2.c.	List two financial institutions that support startups in India. (CO3, K1)	2
2.d.	Describe the concept of renewing innovations. (CO4, K2)	2
2.e.	Explain through an example 'Cost effectiveness' under Frugal Innovation. (CO5, K2)	2

<u>SECTION-B</u> 15

3. Answer any <u>three</u> of the following:-

3-a.	Discuss the influence of globalization on Indian entrepreneurship. (CO1, K2)	5
3-b.	State key differences between achievement and affiliation-motivated entrepreneurs. (CO2, K2)	5
3.c.	Assess the value of trade secrets for small businesses. (CO3, K6)	5
3.d.	Examine the future trends in outsourcing innovation in the tech sector. (CO4, K4)	5
3.e.	Summarize the contribution of psychological safety to team creativity. (CO5, K2)	5

<u>SECTION-C</u> 30

4. Answer any <u>one</u> of the following:-

4-a.	Design a startup model that aligns with the functions and characteristics of a modern entrepreneur. (CO1, K5)	6
4-b.	Propose ways to encourage intrapreneurship in a government organization. (CO1, K6)	6

5. Answer any <u>one</u> of the following:-

5-a.	Explain the Classical and Neo-Classical theories of Entrepreneurship. (CO2, K2)	6
5-b.	Explain Opportunity-Based Entrepreneurship Theory. (CO2, K2)	6

6. Answer any <u>one</u> of the following:-

6-a.	Design a sustainable product using the attribute listing method. (CO3, K5)	6
6-b.	Use Force Field Analysis to justify launching a mobile app for mental health. (CO3, K6)	6

7. Answer any <u>one</u> of the following:-

7-a.	Design a New Product Development plan for a startup in the education sector.	6

(CO4, K5)

7-b.	Recommend outsourcing strategy using transaction cost theory for a startup. (CO4, K6)	6

8. Answer any <u>one</u> of the following:-

8-a.	Create a knowledge-sharing strategy for a multinational company expanding into AI. (CO5, K6)	6
8-b.	You are consulting for a manufacturing firm in an emerging economy. Recommend an innovation strategy tailored to its constraints and opportunities. (CO5, K6)	6

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