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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA-IEV

SEM: I - THEORY EXAMINATION (2025 - 2026)

Subject: Entrepreneurship Technology, Innovation and Design Thinking

Time: 3 Hours

Max. Marks: 100

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

20

1. Attempt all parts:-

1-a. Entrepreneurship is primarily concerned with: (CO1,K1)

1

- (a) Managing resources
- (b) Identifying opportunities
- (c) Routine administration
- (d) Government service

1-b. Unlimited liability exists in: (CO1,K1)

1

- (a) Company
- (b) LLP
- (c) Sole proprietorship
- (d) Cooperative

1-c. Early technological development was largely driven by: (CO2,K1)

1

- (a) Luxury needs
- (b) Survival needs
- (c) Entertainment
- (d) Business profit

1-d. ERP integrates: (CO2,K1)

1

- (a) Single function
- (b) Multiple business processes
- (c) External markets
- (d) Only accounting

1-e. Innovation primarily refers to: (CO3,K1)

1

- (a) Generating ideas
 - (b) Implementing new ideas
 - (c) Copying ideas
 - (d) Random thinking
- 1-f. Open innovation encourages: (CO3,K1) 1
- (a) Internal ideas only
 - (b) Collaboration & knowledge sharing
 - (c) Secrecy
 - (d) Limited participation
- 1-g. The concept of innovation management includes (CO4,K1) 1
- (a) Idea generation to commercialization
 - (b) Only idea creation
 - (c) Only R&D
 - (d) Only marketing
- 1-h. Internal factors influencing innovation include : (CO4,K1) 1
- (a) Market demand
 - (b) Organizational culture
 - (c) Government policy
 - (d) Competition
- 1-i. Design thinking is primarily a: (CO5,K1) 1
- (a) Linear process
 - (b) Human-centered approach
 - (c) Technology-driven method
 - (d) Financial tool
- 1-j. History of design thinking is closely linked to: (CO5,K1) 1
- (a) Scientific management
 - (b) Product & service design
 - (c) Financial planning
 - (d) Legal studies
2. Attempt all parts:-
- 2.a. Entrepreneurship reflects an opportunity-driven approach to business creation. Explain. (CO1,K2) 2
- 2.b. Explain the Internet of Things (IoT) with one application in business operations. (CO2,K2) 2
- 2.c. Define the ideation stage and explain why it is considered the starting point of the innovation process. (CO3,K1) 2
- 2.d. Differentiate between creative thinking and traditional thinking with suitable examples. (CO4,K3) 2
- 2.e. Explain how design thinking supports innovation in products and services. (CO5,K2) 2

SECTION-B

30

3. Attempt all parts:-
- 3.a. Answer any one of the following:-
- 3.a.(i) Explain the role of entrepreneurship in economic development and employment generation. (CO1,K2) 6
- 3.a.(ii) Illustrate the role of risk-taking ability in achieving entrepreneurial success with suitable examples. (CO1,K3) 6
- 3.b. Answer any one of the following:-
- 3.b.(i) Explain how the evolution of technology reflects continuous improvement in business processes. (CO2,K2) 6
- 3.b.(ii) Explain how modern technology enhances productivity and operational efficiency. (CO2,K2) 6
- 3.c. Answer any one of the following:-
- 3.c.(i) Critically evaluate the extent to which team diversity contributes to creative idea generation. (CO3,K5) 6
- 3.c.(ii) Discuss the principles of innovation and the role of creativity in the successful innovation process. (CO3,K3) 6
- 3.d. Answer any one of the following:-
- 3.d.(i) Explain how brainstorming encourages group-based idea generation. (CO4,K2) 6
- 3.d.(ii) Explain the concept and requirements of process innovation (CO4,K3) 6
- 3.e. Answer any one of the following:-
- 3.e.(i) Explain the concept of design thinking as a human-centered approach to problem solving with suitable examples (CO5,K2) 6
- 3.e.(ii) Analyze the Test stage in the design thinking process as a feedback-driven phase for solution refinement. (CO5,K4) 6

SECTION-C 50

4. Answer any one of the following:-
- 4-a. A young graduate identifies a local problem and plans to launch a startup to address it. Discuss the relevance and suitability of an entrepreneurial mindset in this context, with appropriate justification. (CO1,K2) 10
- 4-b. A startup designs a unique value proposition for rural customers. Explain its importance (CO1,K2) 10
5. Answer any one of the following:-
- 5-a. In many organizations, employee resistance slows the adoption of change initiatives. Discuss the causes of such resistance and recommend suitable change-support measures to ensure successful implementation. (CO2,K2) 10
- 5-b. Critically examine how cloud computing enhances operational efficiency and scalability in organizations. (CO2,K5) 10
6. Answer any one of the following:-
- 6-a. In many organizations, communication gaps hinder effective collaboration. Discuss the causes of such gaps and suggest suitable strategies to improve communication and teamwork. (CO3,K2) 10
- 6-b. Training transfer to the workplace is often weak. Recommend suitable 10

reinforcement actions to improve transfer effectiveness. (CO3,K3)

7. Answer any one of the following:-

7-a. Evaluate how implementing structured innovation management enhances execution efficiency and drives successful innovation outcomes in organizations. (CO4,K5) 10

7-b. Employee creativity often declines under excessive control. Suggest mechanisms to balance control and autonomy to sustain creativity. (CO4,K4) 10

8. Answer any one of the following:-

8-a. A public hospital is facing low patient satisfaction due to long waiting times and unclear communication. Using the design thinking approach, analyze how a human-centered mindset can redefine this problem. (CO5,K4). 10

8-b. A manufacturing firm resolves operational issues using only historical data and standardized procedures. Discuss this approach through the lens of traditional thinking, highlighting its advantages, limitations, and potential impact on innovation. (CO5,K2). 10

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