

Department of Management Studies (DoMS), NIT Hamirpur

Odd Semester

End Term Examination, Dec 2020

Semester: 5th

Entrepreneurship and Innovation Management

(Open Elective-I)

Programme: B.Tech

Course Code: MB-306

Time: 2.00 Hr.

Max. Marks: 50

Only Short Answer Type Questions (Attempt Any Four Questions)

[4 x 4 = 16 marks]

1. What do you mean by project report? What are the important factors do you consider before preparing project report?
2. Explain the following:
 - (a) Innovation Vs Invention
 - (b) Value proposition
3. What is a lean start-up? Do you think managerial approach is different from entrepreneurial approach?
4. Discuss briefly the various steps involved in preparing marketing plan for an entrepreneurship.
5. Distinguish between design driven innovation and open Innovation.

Part-II

Only Focused-Short Answer Type Questions (Attempt Any Two Questions) [2 x 5 = 10 marks]

6. Differentiate between incubation and acceleration from the perspective of entrepreneurship.
7. "Protecting the created intellectuality is a challenge now a days, Because of the cloning of one's idea is easier than the new creation" How this statement is realistic in practicing business with respect to legal issues to IPRs?
8. Who is an entrepreneur? Discuss briefly about various myths spread about entrepreneur and their entrepreneurship.

Part-III

Only Long Answer Type questions (Attempt Any Three Questions) [3 x 8 = 24 marks]

9. Discuss briefly about various sources of finance available to an entrepreneur. In your opinion which is the best source for a newly established venture. Justify
10. Out of all three entrepreneurial functional plans, financial management planning is most crucial aspect of business-discuss.
11. Why do you write business plan? Prepare a sample business plan for an entrepreneurship of your choice.
12. Explain how a start-up can be start. Briefly discuss about various government incentives for promoting entrepreneurial activities.