



Name:	
Enrolment No:	

UPES

End Semester Examination, May 2023

Course: Innovation and Entrepreneurship
Program: Integrated BBA-MBA (CORE)
Course Code: UCIE2003

Semester: IV
Time: 03 hrs.
Max. Marks: 100

Instructions:

- Cell phones/Tablets/Laptops/Books/Smart watches etc. are not allowed.
- Section A and B are compulsory.
- In Section C Q 3.3 have a choice and in Section D Q 4.2 have a choice.

SECTION A
10Qx2M=20Marks

S. No.	Objective type questions:	Marks	CO
Q 1	<p>1. A person who works for someone else:</p> <p>A. Aptitude B. Employee C. Entrepreneurs D. Entrepreneurship</p> <p>2. Which city is ranked as one of the world’s five fastest growing startup cities?</p> <p>A: Cochin B: Ahmedabad C: Bangalore D: Nagpur</p> <p>3. People who own, operate, and take risk of a business venture:</p> <p>A. Aptitude B. Employee C. Entrepreneurs D. Entrepreneurship</p> <p>4. – Mixed Economy refers to</p> <p>A. Coexistence of small and large industries B. Coexistence of agriculture and industry</p>		CO1

	<p>C. Coexistence of public and private sector D. Coexistence of domestic and foreign enterprises</p> <p>5. Who has launched the UPI-based payments app in the country by the name of TEZ?</p> <p>A. IBM B. Google C. Microsoft D. TCS</p>		
	<p>6. Which is NOT an advantage of Entrepreneurship?</p> <p>A. Can choose a business of interest. B. You can be creative. C. Make a lot of money. D. You will make decisions alone.</p> <p>7. A word, symbol, name, or device that a business uses to identify its goods and distinguish itself from others is called a</p> <p>A. Trade Mark B. Brand C. Asset D. Trade Secret</p> <p>8. The idea and actions that explain how an entrepreneur will make his/her venture profitable and impactful is commonly referred to as</p> <p>A. Mission B. Goal C. Strategy D. Objective</p> <p>9. Which could provide an individual with the motivation to start a new business venture?</p> <p>A. The financial rewards. B. A desire to be independent. C. Risk taking D. All the above.</p> <p>10. Why are small businesses important to a country's economy?</p> <p>A. They give an outlet for entrepreneurs. B. They can provide specialist support to larger companies. C. They can be innovators of new products. D. All the above.</p>		
<p>SECTION B 4Qx5M= 20 Marks</p>			
Q 2	Short answer type questions:		CO2

	<p>2.1 Who is an entrepreneur in the 21st century?</p> <p>2.2 Mention the components of a business plan</p>		
	<p>2.3 Identify the characteristics of successful entrepreneurs.</p> <p>2.4 Distinguish between Creativity, Invention and Innovation .Identify the sources of innovation</p>		
<p>SECTION-C 3Qx10M=30 Marks</p>			
Q 3	Descriptive Type Questions:		CO3
	<p>3.1 Write short notes on:</p> <ul style="list-style-type: none"> • Entrepreneurial cycle • Developing Entrepreneurs <p>3.2 Explain the various types of entrepreneurship.</p> <p>3.3 Outline the role of the following institutions supporting an Entrepreneur</p> <p>a. Small Industries Development Bank of India(SIDBI)</p> <p>b. Small Industries Service Institute (SISI)</p> <p>c. National Small Industries Corporation Ltd. (NSIC)</p> <p style="text-align: center;">OR</p> <p>3.3 Differentiate between an entrepreneur and intrapreneur.</p>		
<p>SECTION-D 2Qx15M= 30 Marks</p>			
Q 4	Case Study:		CO4
	<p>4.1 Choose any one of the following small business:</p> <p>a. Software Consultancy Services</p> <p>b. Fast Food Restaurant</p> <p>c. Manufacture of Auto-Components</p> <p>d. Manufacture of Potato Wafers.</p> <p>Write a business Plan for the above for submission to Bank for funding.</p> <p>4.2 Case Study: Incorporated in 2003, Tesla declared in its mission statement that its goal is “to accelerate the world’s transition to sustainable transport,” and it has proven itself a leader in green technology in the automotive sector. In its initial business plan, by co-founder Martin Eberhard, the electric sports car company promised to provide the value of a high-end sports car at a lower cost to the customer and a lower environmental cost to the planet. Electric vehicles were seen as inferior to standard vehicles prior to Tesla’s innovations in creating powerful cars that piqued consumer desire. The generic automotive</p>		

manufacturing business model relies on collaborative manufacturing with industry partners and a distribution model dependent on third parties. Standard cars are aimed at people and businesses with individual transportation needs. This model is commercially viable because of custom-equipped add-on features to the per-vehicle prices.

Q-Tesla’s business model is different. Identify at least three ways in which the Tesla model differs from the traditional automotive business model.

OR

4.2 Case Study: In the mid-1990s, at least one newspaper company, the now-defunct Knight-Ridder chain, created the prototype for a tablet newspaper that very much resembles the present-day iPad. A 1994 video titled “The Tablet Newspaper: Vision for the Future” shows off the design of a futuristic newspaper designed at the Knight Ridder Information Design Lab in Boulder, Colorado. The video went viral in 2011 after it was posted on YouTube and numerous websites and blogs. The person behind the tablet vision, Roger Fidler, had even published an essay describing a tablet future as far back as 1981. The Knight-Ridder lab shared a wall with its neighbor Apple, with executives swapping ideas and visitors. The newspaper company, focused on content creation and not the hardware side, decided to not patent its tablet design and scrapped the project because screens took too much energy, and it was too expensive.

a. Using the components of a feasibility study, consider how the newspaper company would stack up on go-or-no-go decisions for each component of the feasibility study.

b. How did the newspaper company in the 1990s fare in terms of management prowess, resource capabilities, financial viability, and market analysis?

c. Do you think the newspaper made a wise decision to abandon the project when it did? Why or why not?