


<b>Name:</b>	
<b>Enrolment No:</b>	

**UPES**  
**End Examination, March 2024**

**Course: Innovation & Entrepreneurship** **Semester: 4<sup>th</sup>**  
**Program: INT-BBA-MBA** **Time : 03 hrs.**  
**Course Code: UCIE 2003** **Max. Marks: 100**

**Instructions:**

**SECTION A**  
**10Qx2M=20Marks**

S. N..		Marks	CO
<b>Q 1</b>			
<b>i.</b>	What is the primary difference between innovation and entrepreneurship?  A) Innovation focuses on creativity, while entrepreneurship emphasizes business implementation. B) Innovation is about generating ideas, while entrepreneurship is about taking risks. C) Innovation deals with technological advancements, while entrepreneurship deals with market opportunities. D) Innovation is individual-driven, while entrepreneurship involves teamwork.	<b>2 Marks</b>	<b>CO1</b>
<b>ii.</b>	Where does innovation come from ?  A) Solely from individual genius. B) Through systematic processes and collaboration. C) Innovation is unpredictable and cannot be traced. D) Innovation originates from market demands only.	<b>2 Marks</b>	<b>CO1</b>
<b>iii.</b>	What does the entrepreneurial mindset primarily entail?  A) Focus on adhering strictly to plans and avoiding risks. B) Embracing failure as a learning opportunity and being adaptable. C) Relying solely on intuition without data-driven decision-making. D) Preferring stability over innovation.	<b>2 Marks</b>	<b>CO1</b>
<b>iv.</b>	Which term refers to the process of creating something new or significantly improving upon an existing idea, product, or service?  a) Innovation b) Entrepreneurship c) Intrapreneurship d) Creativity	<b>2 Marks</b>	<b>CO1</b>
<b>v.</b>	What does SWOT analysis stand for in the context of entrepreneurship?	<b>2 Marks</b>	<b>CO1</b>

	<ul style="list-style-type: none"> <li>a) Strengths, Weaknesses, Opportunities, Threats</li> <li>b) Sales, Workforce, Operations, Technology</li> <li>c) Strategy, Wisdom, Organization, Tactics</li> <li>d) None of the above</li> </ul>		
<b>vi.</b>	<p>Which type of innovation involves making incremental improvements to existing products or services?</p> <ul style="list-style-type: none"> <li>a) Disruptive innovation</li> <li>b) Radical innovation</li> <li>c) Incremental innovation</li> <li>d) Blue ocean innovation</li> </ul>	<b>2 Marks</b>	<b>CO1</b>
<b>vii.</b>	<p>A business model canvas includes:</p> <ul style="list-style-type: none"> <li>a) Revenue streams, customer segments, and key partners</li> <li>b) Employee satisfaction, office design, and marketing budget</li> <li>c) CEO's biography, company history, and future predictions</li> <li>d) None of the above</li> </ul>	<b>2 Marks</b>	<b>CO1</b>
<b>viii.</b>	<p>What does MVP stand for in the startup context?</p> <ul style="list-style-type: none"> <li>a) Most Valuable Player</li> <li>b) Minimum Viable Product</li> <li>c) Maximum Venture Potential</li> <li>d) Money Venture Program</li> </ul>	<b>2 Marks</b>	<b>CO1</b>
<b>ix.</b>	<p>Which of the following is an example of a social entrepreneur?</p> <ul style="list-style-type: none"> <li>a) A tech startup creating a new mobile app</li> <li>b) An organization addressing homelessness through innovative solutions</li> <li>c) A traditional manufacturing company</li> <li>d) A freelance graphic designer</li> </ul>	<b>2 Marks</b>	<b>CO1</b>
<b>x.</b>	<p>The process of turning an idea into a profitable business is known as:</p> <ul style="list-style-type: none"> <li>a) Invention</li> <li>b) Creativity</li> <li>c) Innovation</li> <li>d) Research and development</li> </ul>	<b>2 Marks</b>	<b>CO1</b>

**SECTION B**  
**4Qx5M= 20 Marks**

<b>Q 2</b>	How do you approach innovation?	<b>5 Marks</b>	<b>CO2</b>
<b>Q 3</b>	What is SWOT analysis?	<b>5 Marks</b>	<b>CO2</b>
<b>Q 4</b>	What is the link between creativity and entrepreneurship?	<b>5 Marks</b>	<b>CO2</b>
<b>Q 5</b>	What is Intellectual Property?	<b>5 Marks</b>	<b>CO2</b>

**SECTION-C**  
**3Qx10M=30 Marks**

<b>Q.6</b>	How can the experience of failure contribute positively to an entrepreneur's growth and development?	<b>10 Marks</b>	<b>CO3</b>
<b>Q.7</b>	In the context of innovation and entrepreneurship, explain briefly why the question "Why do we care?" is crucial for success.	<b>10 Marks</b>	<b>CO3</b>
<b>Q.8</b>	Define disruptive innovation and distinguish it from sustaining innovation. Provide examples of each and explain how they impact incumbent firms differently.	<b>10 Marks</b>	<b>CO3</b>

**SECTION-D**  
**2Qx15M= 30 Marks**

<b>Q.9</b>	Explain the fundamental concepts of innovation and entrepreneurship and their significance in today's economy. Discuss why understanding these concepts is crucial for individuals, organizations, and society as a whole	<b>15 Marks</b>	<b>CO4</b>
<b>Q.10</b>	Discuss the distinction between the toolset (technical skills) and skillset (soft skills) required for entrepreneurship. Analyze the importance of developing an entrepreneurial mindset, including characteristics such as resilience, adaptability, and risk-taking.	<b>15 Marks</b>	<b>CO4</b>