

ANURAG Engineering College
(An Autonomous Institution)

I MBA II Semester Regular Examinations, July/August – 2024

ENTREPRENEURSHIP AND DESIGN THINKING
(MASTER OF BUSINESS ADMINISTRATION)

Time: 3 Hours

Max. Marks: 60

Section – A (Short Answer Type Questions)

(10 Marks)

Answer All Questions

	Course Outcome	B.T Level	Marks
1. Write about evolution of entrepreneurship in India?	CO1	L2	1M
2. What are the types of Entrepreneur?	CO1	L2	1M
3. Define Business Stabilization.	CO2	L1	1M
4. Explain the Understanding the Growth Stages.	CO2	L1	1M
5. How do you identify opportunities for launching entrepreneurial venture?	CO3	L2	1M
6. Define Formulation of the Entrepreneurial Plan.	CO3	L1	1M
7. Explain the planning a Design Thinking.	CO4	L2	1M
8. Define the Reformation of the Problem.	CO4	L1	1M
9. Describe the various sources of idea generation to become an entrepreneur	CO5	L2	1M
10. How safe is innovation in India.	CO5	L2	1M

Section B (Essay Questions)

Answer all questions, each question carries equal marks.

(5 X 10M = 50M)

11. A) Discuss the impact of entrepreneurship on the economic development of India.	CO1	L3	10M
OR			
B) Which factors motivate entrepreneurship? Explain the entrepreneurial model for motivation	CO1	L2&L3	10M
12. A) Explain about the strategies for sustaining corporate entrepreneurship.	CO2	L3	10M
OR			
B) How is the strategic plan of an engineer/scientist entrepreneur likely to be different from that of an entrepreneur whose primary strength is in the manufacturing area? Be complete in your answer.	CO2	L3	10M
13. A) How do you find gaps in the market place for launching entrepreneurial venture?	CO3	L3	10M
OR			
B) What do you mean by Intellectual Property? What is the role of IP in a startup?	CO3	L1&L3	10M
14. A) What are the steps of the design thinking process	CO4	L3	10M
OR			
B) You would interview people to gain an understanding of how they feel during the ... Stage of Design thinking	CO4	L3	10M
15. A) Write about the creative techniques in Entrepreneur.	CO5	L3	10M
OR			
B) Explain the Franchising, Advantages and Disadvantages.	CO5	L3	10M