


<b>Name:</b> <b>Enrolment No:</b>			
<b>UPES</b> <b>End Semester Examination, May 2025</b>			
<b>Course: Innovation and Entrepreneurship</b> <b>Program: MBA All</b> <b>Course Code: UCIE8011</b>		<b>Semester: Fourth</b> <b>Time : 03 hrs.</b> <b>Max. Marks: 100</b>	
<b>Instructions:</b> Attempt All Questions Manage the size of answers as you wish in view of time limits and weightage of marks. Section C and D have internal Choices.			
<b>SECTION A</b> <b>10Qx2M=20Marks</b>			
<b>S. No.</b>	<b>Statement of the Question</b>	<b>Marks</b>	<b>CO</b>
Q 1	Incremental innovation is most suitable in which type of market environment  A) Volatile markets with rapidly changing technology B) Market in which existing products or services are already established and have a strong customer base C) Monopoly markets D) Markets with no competitors	<b>02</b>	<b>CO1</b>
Q2	Which innovation theory suggests that innovation is the result of collaboration between firms, universities, and governments?  A) Open Innovation Theory B) Triple Helix Model C) Disruptive Innovation Theory D) Linear Innovation Model	<b>02</b>	
Q3	Which of the following is not an example of Academic Institution incubator  A) T-Hub B) NSRCEL C) SINE D) CIIE	<b>02</b>	
Q4	Which of the following is not a characteristic of patents?  A) Must be novel B) Valid for a lifetime C) Requires public disclosure D) Grants exclusive rights for a limited period	<b>02</b>	

Q5	_____ is the use of creativity, ingenuity, and any means possible to obtain resources other than borrowing money or raising capital from traditional sources. A) Reaching B) Prospecting C) Bootstrapping D) Inventive processing	<b>02</b>	
Q6	What does the term elevator pitch imply?  A) You deliver it while in an elevator B) It's short enough to be delivered in the time span of an elevator ride C) It must be about vertical markets that resemble elevator D.) It is only used in real estate	<b>02</b>	
Q7	Which of the following best describes the primary challenge in transferring technology from academic research to commercial application?  A) Lack of funding for research B) Misaligned academic research goals and commercial market needs C) Overly strict intellectual property laws D) Lack of patent protection	<b>02</b>	
Q8	Which of the following is not a form of Feasibility analysis?  A) Product/Service B) Organizational C) Financial D)Strategy	<b>02</b>	
Q9	The Planet component of the Triple Bottom Line focuses on  A. Political awareness B. Global marketing C. Environmental sustainability and ecological impact D. Profit maximization	<b>02</b>	
Q10	Ela Maan is a very creative person. Often, when trying to generate a novel or useful idea, she spends several days "mulling over" the idea, which is her way of thinking it through, at both the conscious and unconscious level. The stage of the creative process that Elaine is in while she is mulling over an idea is referred to as  A) Preparation B) Incubation C) Insight D)Evaluation	<b>02</b>	
<p style="text-align: center;"><b>SECTION B</b> <b>4Qx5M= 20 Marks</b></p>			

Q 11	How does organizational culture affect innovation success? You are CEO of a startup. Suggest ways to foster an innovation-friendly culture in your Organisation.	05	CO2
Q12	Can effective management of Intellectual Property Rights influence the growth, competitiveness, and valuation of a startup in a knowledge-driven economy? Analyze with examples from different sectors.	05	
Q13	Critically examine the concept of Open Innovation. What are the undeniable advantages and significant challenges organizations face when adopting it?	05	
Q14	In a team setting, how might the use of both divergent and convergent thinking affect group dynamics and outcomes? Support your answer with suitable examples.	05	
SECTION-C 3Qx10M=30 Marks			
Q 15	Deconstruct the inherent differences between business and entrepreneurship, particularly in terms of risk-taking, innovation-driven disruption, and the pursuit of scalable growth. How do these factors define the strategies, market positioning, and long-term survival of each?	10	CO3
Q16	you are an entrepreneur launching a tech startup in a highly competitive market. You have a groundbreaking idea but limited resources. How would you leverage your limited capital to differentiate your product, attract early customers, and secure future funding? What strategies would you use to balance innovation and market entry risks?  OR  Critically examine the concept of Business model innovation. How using business model canvas can help an entrepreneur to design a compelling business model to win over investors. Substantiate with examples.	10	
Q 17	Compare and contrast the different types of funding available to startups. In what situations would each type be most appropriate, and what are the potential advantages and challenges associated with each?	10	
SECTION-D 2Qx15M= 30 Marks			
Q 18	Eco Cups is a startup founded by you, offering biodegradable coffee cups made from plant-based materials to replace single-use plastic cups in cafes and restaurants. List and explain various Growth strategies you would adopt for promoting your product. Also explain various challenges you would be facing in your entrepreneurial journey.  OR  Cisco Systems, Microsoft, and IBM often acquire small, technology-based entrepreneurial firms. Why would Cisco Systems, Microsoft, and IBM, which each employ hundreds of product development specialists and engineers, buy other firms to acquire technology and add to their product lines, rather than developing the technology and new products in-house?	15	CO4

	Discuss and elaborate merits and demerits of external growth strategies of new ventures.		
Q19	Compare and contrast the strategies of Indian, Chinese, and American startups in terms of innovation, market expansion, and funding. How can Indian startups incorporate lessons from their Chinese and American counterparts to scale more effectively on the global stage? Also discuss role of various business incubators in promoting startups in India	<b>15</b>	