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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL GREATER NOIDA

PGDM (Global)

TRIMESTER-I THEORY EXAMINATION (2024-2025)

Subject: Innovation, Entrepreneurship Development and Design Thinking

Time: 2Hrs.30 min

Max. Marks:60

General Instructions:

IMP: Verify that you have received question paper with correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & Subjective type questions.
2. Maximum marks for each question are indicated on right hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION – A

15

1. Attempt **all** parts:-

- | | |
|---|---|
| 1-a. Define innovation (CO1,K2) | 1 |
| 1-b. Explain business idea. (CO2,K2) | 1 |
| 1-c. Write-down the meaning of Empathy.(CO3,K2) | 1 |
| 1-d. Discuss Validation. (CO4,K2) | 1 |
| 1-e. Define feasibility. (CO5,K2) | 1 |

2. Attempt **all** parts:-

- | | |
|--|---|
| 2.a. Explain features of creativity. (CO1,K2) | 2 |
| 2.b. Highlight the characteristics of entrepreneurship. (CO2,K4) | 2 |
| 2.c. Differentiate traditional between design thinking (CO3,K4) | 2 |
| 2.d. Discuss the concept of commercialization. (CO4,K2) | 2 |
| 2.e. Explain technical feasibility in a project. (CO5,K2) | 2 |

SECTION – B

15

3. Answer any **three** of the following-

- | | |
|---|---|
| 3-a. Compare and contrast the key differences between creativity and innovation, providing examples of each in practical scenarios.(CO1,K4) | 5 |
| 3-b. Explain the different types of entrepreneurship. (CO2,K2) | 5 |

- | | | |
|------|---|---|
| 3-c. | Illustrate the key principles of design thinking. (CO3,K4) | 5 |
| 3-d. | Explain the significance of idea generation in the design process.(CO4,K2) | 5 |
| 3-e. | Describe the primary objectives and deliverables expected from a Project.(CO5,K2) | 5 |

SECTION – C

30

Case Let & Application Based

- | | | |
|------|--|---|
| 4. | Answer any <u>one</u> of the following- | |
| 4-a. | Describe the role of strategic foresight in guiding long-term decision-making within organizations. (CO1,K2) | 6 |
| 4-b. | Discuss the importance of fostering a creative culture for enhancing organizational performance.(CO1,K2) | 6 |
| 5. | Answer any <u>one</u> of the following- | 6 |
| 5-a. | Discuss the impact of entrepreneurship on economic growth. (CO2,K4) | 6 |
| 5-b. | Outline the role of government schemes and agencies in supporting entrepreneurs. (CO2,K4) | 6 |
| 6. | Answer any <u>one</u> of the following- | |
| 6-a. | Explore the characteristics of a design mind-set and its importance in tackling complex, user-cantered challenges.(CO3,K2) | 6 |
| 6-b. | Describe the concept of a "wicked problem" and the challenges it presents to traditional problem-solving methods.(CO3,K2) | 6 |
| 7. | Answer any <u>one</u> of the following- | |
| 7-a. | Outline the tools commonly used for prototyping. (CO4,K2) | 6 |
| 7-b. | In the context of design testing, explain the importance of conducting usability tests with real users and the mind-set required for effective testing. (CO4,K2) | 6 |
| 8. | Answer any <u>one</u> of the following- | |
| 8-a. | Outline the importance of project management principles in the planning and execution of a Project.(CO5,K2) | 6 |
| 8-b. | Discuss the value of collaboration and teamwork in the development of a Project.(CO5,K2) | 6 |