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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA (Integrated)

SEM: VI - THEORY EXAMINATION (2025- 2026)

Subject: Entrepreneurship and Innovation

Time: 2.5 Hours

Max. Marks: 60

General Instructions:

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

1. This Question paper comprises of three Sections -A, B, & C. It consists of Multiple Choice Questions (MCQ's) & 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:-

- (1.1) The final stage of the entrepreneurial process is(CO1,K2) 1
- Feasibility analysis
 - Business expansion
 - Business idea generation
 - Risk-taking
- (1.2) According to the Austrian Market Process Theory, what is the role of the entrepreneur?(CO2,K2) 1
- To accumulate capital
 - To identify market inefficiencies and innovate
 - To maintain market equilibrium
 - To control wages and prices
- (1.3) In attribute listing, which attribute relates to 'structure'? (CO3, K2) 1
- Psychological
 - Physical
 - Process
 - Social
- (1.4) Inbound ideation refers to:(CO4,K2) 1
- Closed idea networks
 - Secrecy
 - Collaboration beyond boundaries
 - Vertical control

- (1.5) Diverse knowledge in teams leads to:(CO5,K2) 1
- (a) Greater collaboration
 - (b) Uniform thinking
 - (c) Out-of-the-box ideas
 - (d) More reporting needs

2. Attempt all parts:-

- (2.1) Identify two modern challenges faced by entrepreneurs today.(CO1,K2) 2
- (2.2) List the three needs under McClelland's theory. (CO2,K2) 2
- (2.3) List two indicators used in market size analysis.(CO3,K2) 2
- (2.4) Define innovation and give one real-world example.(CO4,K2) 2
- (2.5) List two enablers of successful innovation in emerging economies. (CO5,K2) 2

SECTION-B

15

3. Answer any three of the following:-

- (3.1) Examine the future of entrepreneurship in the context of AI and digital transformation.(CO1,K3) 5
- (3.2) Evaluate the relevance of manifest needs in identifying entrepreneurial traits.(CO2,K4) 5
- (3.3) Compare two different methods of generating new business ideas with examples.(CO3,K4) 5
- (3.4) Compare and contrast incremental and radical innovations using business examples.(CO4,K4) 5
- (3.5) Define psychological safety. How does it affect team creativity and innovation? (CO5,K2) 5

SECTION-C

30

4. Answer any one of the following:-

- (4.1) Discuss the 6 Cs that motivate Entrepreneurs.(CO1,K2) 6
- (4.2) Develop a strategy for integrating entrepreneurial thinking in business school education.(CO1,K6) 6

5. Answer any one of the following:-

- (5.1) Explain Anthropological Theory of Entrepreneurship. (CO2,K2) 6
- (5.2) A company grows due to strong family and social support. Examine the role of social capital. (CO2,K3) 6

6. Answer any one of the following:-

- (6.1) Identify a local market gap and propose a viable business solution. (CO3,K3) 6
- (6.2) Develop a product plan for a wearable health-tech device. (CO3,K6) 6

7. Answer any one of the following:-

- (7.1) A leading automobile company is planning to launch an electric vehicle (EV) integrated with solar charging panels — a feature that could drastically reduce dependence on conventional charging infrastructure. Evaluate this innovation in terms of radical innovation principles. Identify at least three strategic or organizational challenges the company may face in bringing this product to market. 6

(CO4,K3)

- (7.2) A firm introduces a completely new technology disrupting the market. Examine the innovation type involved.(CO4,K3) 6

8. Answer any one of the following:-

- (8.1) Design a team structure for a healthcare startup applying cross-functional innovation principles.(CO5,K6) 6
- (8.2) Plan a feedback mechanism to measure the impact of knowledge sharing on project timelines.(CO5,K3) 6

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