

Total No. of Questions : 5]

SEAT No. :

PF12109

[Total No. of Pages : 2

[6648]-801

S.Y.M.B.A.

**GC -15 : ENTREPRENEURSHIP, INNOVATION
AND DESIGN THINKING
(2024 Pattern) (Semester-IV)**

Time : 2½ Hours]

[Max. Marks : 50

Instructions to the candidates:

- 1) *All questions are compulsory.*
- 2) *All questions carry equal marks.*
- 3) *Make suitable assumptions whenever necessary.*

Q1) Solve any Five of the following: (2 marks each)

[10]

- a) Define innovation and mention its importance in entrepreneurship.
- b) State any two features of agile innovation.
- c) List the stages involved in the startup life cycle.
- d) Define the term “Valley of Death” in startups.
- e) Name any two tools used in business environment analysis.
- f) What is meant by divergent thinking?
- g) State the purpose of a Business Model Canvas (BMC).

Q2) Solve any Two of the following: (5 marks each)

[10]

- a) Explain the difference between traditional businesses and entrepreneurship with suitable examples.
- b) Describe the importance of innovation management in startups.
- c) Explain the role of women entrepreneurs in economic development.

P.T.O.

Q3) Applying (Any One)

[10]

- a) A startup wants to launch an AI-based fitness application. Explain how design thinking can help identify user pain points and create an effective solution.
- b) How can entrepreneurs use PESTEL analysis to identify business opportunities in the electric vehicle industry?

Q4) Analyze (Any One)

[10]

- a) Analyze the challenges faced by startups during the “Valley of Death” stage and suggest suitable survival strategies.
- b) Compare radical innovation and continuous innovation with respect to market impact, risk, and sustainability.

Q5) Evaluate (Any One)

[10]

- a) Evaluate the effectiveness of Lean Startup methodology in reducing business failure.
- b) Assess the importance of customer feedback and usability testing in product development.

