

**INTRODUCTION TO INNOVATION AND ENTREPRENEURSHIP
(CSBS 2204)**

Time Allotted : 3 hrs

Full Marks : 70

Figures out of the right margin indicate full marks.

*Candidates are required to answer Group A and
any 5 (five) from Group B to E, taking at least one from each group.*

Candidates are required to give answer in their own words as far as practicable.

**Group - A
(Multiple Choice Type Questions)**

1. Choose the correct alternative for the following: **10 × 1 = 10**
- (i) An entrepreneur perceives _____ as problems that hinders the effort innovate _____.
(a) Challenges; problems (b) Problems; challenges
(c) Customers; solutions (d) Challenges; solutions
- (ii) Creativity is _____.
(a) Thinking out of the box in an imaginative way
(b) Solving a problem in the proper way
(c) Finding the right response to the problem
(d) All of the above
- (iii) Disruptive innovation could be applicable to _____.
(a) System innovation
(b) The development of a new service
(c) The development of a new product
(d) All of the above
- (iv) Imitators are those who create new products and service while innovators are who create new ideas
(a) Strongly agree (b) Strongly disagree
(c) Insufficient information (d) Depends on case to case.
- (v) What identify and distinguishes the goods or service of one company from those of others is
(a) Patents (b) Trademarks
(c) Copyrights (d) None of (a), (b) & (c).
- (vi) Market demand uncertainty should not be considered as a risk for introducing new products or service as the market may not know what it wants
(a) Strongly agree (b) Strongly disagree
(c) Insufficient information (d) Depends on case to case.

- (vii) Entrepreneurs need the following essential item to pursue their project in a structured way
(a) Innovative Idea (b) Project Report
(c) Your own capital back up (d) None of (a), (b) & (c).
- (viii) The lack of capital is the reason why entrepreneurship cannot be pursued
(a) Strongly agree (b) Strongly disagree
(c) Agree partly (d) May be true considering current situation.
- (ix) Which of the following is not under the scope of an entrepreneur?
(a) Managing cash flows in the business
(b) Managing aggressive sales strategy
(c) Incorporating changes in taxation Rules
(d) None of the above.
- (x) An intellectual property that gives its owner exclusive right to making, using, selling an invention for a limited time is _____.
(a) Patents (b) Trademarks
(c) Copyrights (d) None of (a), (b) & (c)

Group- B

2. (a) Differentiate between creativity and innovation. *[[CO1](Analyze/IOCQ)]*
(b) Discuss about different types of innovation? *[[CO1](Understand/LOCQ)]*
(c) "Adaptability of innovation is required for a business" – Justify. *[[CO2](Evaluate/HOCQ)]*
4 + 4 + 4 = 12
3. (a) Differentiate between invention and innovation? *[[CO2](Analyze/IOCQ)]*
(b) Discuss how technology plays an important part in innovation? *[[CO2](Remember/LOCQ)]*
(c) Give 4 examples of Indian innovations? *[[CO3](Remember/LOCQ)]*
4 + 4 + 4 = 12

Group - C

4. (a) Differentiate between innovators and imitators? *[[CO1](Understand/LOCQ)]*
(b) Describe the strategies for setting up an entrepreneurial venture and establishing an organization. *[[CO3](Understand/LOCQ)]*
(c) Briefly develop a business idea based on your own interest. *[[CO6](Create/HOCQ)]*
3 + 5 + 4 = 12
5. (a) Analyze various risks and barriers for introducing products and services for an entrepreneur. *[[CO3](Analyze/IOCQ)]*
(b) Illustrate which of the above risks is the highest hindrance for your entrepreneurial dream in future and how do you plan to overcome it. *[[CO6](Analyze/IOCQ)]*

- (c) What is a project report? What are the different components of a project report?
[[CO3](Remember /LOCQ)]
4 + 3 + 5 = 12

Group - D

6. (a) Explain how entrepreneurship can assist in bringing social and economic development.
[[CO5](understand/LOCQ)]
(b) How an entrepreneur is different from a businessman? Write briefly the major characteristics of an entrepreneur.
[[CO4](Understand/LOCQ)]
6 + 6 = 12
7. (a) What do you understand by psychological entrepreneurial theories? Briefly analyze the different psychological entrepreneurial theories.
[[CO3](Analyze/IOCQ)]
(b) Write any real life example that you have noticed in recent days on how new challenges in the Covid 19 pandemic had opened up new opportunities for entrepreneurship.
[[CO5](Create/HOCQ)]
6 + 6 = 12

Group - E

8. (a) Describe the importance of social entrepreneurship in current day scenario.
[[CO3](Understand/LOCQ)]
(b) Briefly discuss a social or environmental issue which you feel could to be addressed by entrepreneurship.
[[CO4](Understand/LOCQ)]
(c) Design your social entrepreneurship idea through which a solution could be obtained for the above problem highlighting the possible corrective impacts of your project.
[[CO6](Evaluate/HOCQ)]
2 + 4 + 6 = 12
9. (a) Justify how Science and technology cause Social Change. [[CO3](Analyze/IOCQ)]
(b) Examine the sectoral opportunities for social entrepreneurship in our country now.
[[CO5](Analyze/IOCQ)]
(c) Design your social entrepreneurship idea on any such sector and the likely steps of the same for the implementation.
[[CO6](Create/HOCQ)]
2 + 4 + 6 = 12

<i>Cognition Level</i>	<i>LOCQ</i>	<i>IOCQ</i>	<i>HOCQ</i>
<i>Percentage distribution</i>	<i>44.79</i>	<i>28.13</i>	<i>27.08</i>

Course Outcome (CO):

After the completion of the course students will be able to

1. Learn the various aspects of innovation.

B.TECH/CSBS/4TH SEM/CSBS 2204/2023

2. Identify methods of fostering innovation.
3. Understand the concept and theories of entrepreneurship.
4. Recognize the qualities of entrepreneurs that contribute to their success.
5. Identify social entrepreneurship opportunities.
6. Generate several ideas for potential businesses based on important trends and each students interest.

**LOCQ: Lower Order Cognitive Question; IOCQ: Intermediate Order Cognitive Question; HOCQ: Higher Order Cognitive Question.*