



- (vii) Which of these is not a challenge for the entrepreneur?  
 (a) Managing the cash flow of their business  
 (b) Recruiting new employees  
 (c) Choosing the product or service to sell in the market  
 (d) Formulating rules and regulations relating to conducting entrepreneurship in their country.
- (ix) The surroundings of business enterprise which have impact on the growth of business is called  
 (a) Environment (b) Surroundings  
 (c) Both (a) and (b) (d) None of (a), (b) & (c).
- (x) What is the purpose of a feasibility study for starting a new venture?  
 (a) Exploring for potential customers  
 (b) Estimate sales  
 (c) To understand if there are any barriers to success  
 (d) None of the above.

*Fill in the blanks with the correct word*

- (xi) If the entrepreneur takes decisions on behalf to their enterprise, it is known as \_\_\_\_\_.
- (xii) Competing products that are of different nature but do the same job are called \_\_\_\_\_.
- (xiii) The process of creating something new is called \_\_\_\_\_.
- (xiv) Innovation can be diffused using \_\_\_\_\_ channel.
- (xv) Intellectual properties are \_\_\_\_\_ assets.

### **Group - B**

2. (a) How does creativity differ from innovation? Examine. [[CO1](Analyse/IOCQ)]  
 (b) Describe the necessity of innovation in the current business world. [[CO1](Understand/LOCQ)]  
 (c) What is innovation through experimentation? Describe. [[CO1](Understand/LOCQ)]  
**4 + 4 + 4 = 12**
3. (a) Give a few examples of imitated products. [[Understand/LOCQ]]  
 (b) Sometimes imitation is a precursor to innovation. Explain. [[Analyse/LOCQ]]  
 (c) Innovation is more of a state of mind. Explain. [[Analyse/IOCQ]]  
**4 + 4 + 4 = 12**

### **Group - C**

4. (a) The reliance on intellectual property is a recent phenomenon in India. Explain. [[Analyse/IOCQ]]  
 (b) What is the role of R & D in the creation of intellectual property? [[Evaluate/HOCQ]]  
 (c) How are intellectual properties protected? [[Remember/LOCQ]]  
**4 + 4 + 4 = 12**

5. (a) What kind of protection is derived out of copyright? Examine. [[Analyse/IOCQ]]  
 (b) Discuss the relevance of copyright to stop plagiarism? [[Analyse/IOCQ]]  
 (c) How should one plan to overcome risks that are hindrances for one's entrepreneurial dream? [[CO6](Analyse/IOCQ)]  
**4 + 4 + 4 = 12**

### Group - D

6. (a) Analyse the importance of digital media in supporting innovation. [[CO3](Analyse/IOCQ)]  
 (b) Give four examples of Indian Innovations. [[CO1](Remember/LOCQ)]  
 (c) What do you mean by radical innovation? [[CO2](Apply/IOCQ)]  
**6 + 4 + 2 = 12**
7. (a) What are the barriers to International Business? [[CO4](Remember/LOCQ)]  
 (b) What are the differences between domestic and international entrepreneurship? [[CO2](Remember/LOCQ)]  
 (c) How the entrepreneurship aggravates the global economic development? Explain. [[CO1](Analyse/LOCQ)]  
**4 + 3 + 5 = 12**

### Group - E

8. (a) Is there any fundamental difference between a social entrepreneur and for-profit founders? — Explain. [[CO5](Remember/LOCQ)]  
 (b) How can social entrepreneurs attract talent when there aren't high salaries and options? [[CO6](Understand/LOCQ)]  
 (c) What are the measures that the government can take to encourage more social entrepreneurs? [[CO6](Analyse/LOCQ)]  
**3 + 4 + 5 = 12**
9. (a) How does technology cause Social Change? [[CO1](Remember/LOCQ)]  
 (b) What are the strategies that can be adopted in business for facilitating social change? [[CO6](Analyse/LOCQ)]  
**6 + 6 = 12**

Cognition Level	LOCQ	IOCQ	HOCQ
Percentage distribution	62.5	33.33	4.17

#### Course Outcome (CO):

After the completion of the course students will be able to

- CSBS2204.1. Learn the various aspects of innovation.
- CSBS2204.2. Identify methods of fostering innovation.
- CSBS2204.3. Understand the concept and theories of entrepreneurship.
- CSBS2204.4. Recognize the qualities of entrepreneurs that contribute to their success.
- CSBS2204.5. Identify social entrepreneurship opportunities.
- CSBS2204.6. Generate several ideas for potential businesses based on important trends and each student's interests.

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

