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B.M.S. College of Engineering, Bengaluru-560019

Autonomous Institute Affiliated to VTU

February / March 2023 Semester End Main Examinations

Programme: B.E.

Semester: V

Branch: Biotechnology

Duration: 3 hrs.

Course Code: 19BT5HSENP

Max Marks: 100

Course: Entrepreneurship

Date: 09.03.2023

Instructions: 1. Answer any FIVE full questions, choosing one full question from each unit.
2. Missing data, if any, may be suitably assumed.

UNIT - I

1 a) With suitable examples explain how you manage challenges of innovation both at individual and organizational level. **10**

b) Differentiate between innovation and invention. What are the different steps used to manage innovation? **10**

UNIT - II

2 a) Differentiate between divergent thinking and convergent thinking by taking an example of a real-life problem. **10**

b) Identify the role of design thinking process to develop entrepreneurial mind set with the help of an example. **10**

UNIT - III

3 a) Apply Blue Ocean strategy I to any product of your choice to create uncontested market for that product and make your competitor irrelevant. **10**

b) With a case example of a company discuss the process of marketing of innovation. **10**

OR

4 a) Identify the various circumstances under which organization should use Red Ocean strategy over Blue Ocean strategy. **10**

b) As a students of engineering institution identify the various avenues for becoming social entrepreneur at your own institution. **10**

UNIT - IV

5 a) Explain the various strategies that are required for involvement of SME in sustainable development. **10**

b) Bring out two case examples which highlight sustainability in innovation and entrepreneurship. **10**

Important Note: Completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages. Revealing of identification, appeal to evaluator will be treated as malpractice.

UNIT - V

6 a) List and explain various ways in which you can protect your ideas to start your own enterprise. **10**

b) Explain various strategies for attracting and managing investors for innovation based new venture. **10**

OR

7 a) What is the need for innovation in India? Discuss scope of innovation in Indian context. **10**

b) Why business models fail? How to prevent business models from failure. Develop an effective strategy for making business models success. **10**
