

R22

Code No: 782AE

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD

MBA-II Semester Examinations, February/March - 2024

ENTREPRENEURSHIP AND DESIGN THINKING

Time: 3 Hours

Max.Marks:60

Note: This question paper contains two parts A and B. i) **Part- A** for 10 marks,
ii) **Part - B** for 50 marks.

- Part-A is a compulsory question which consists of ten sub-questions from all units carrying equal marks.
- Part-B consists of **ten questions** (numbered from 2 to 11) **carrying 10 marks each**. Each of these questions is from each unit and may contain sub-questions. For each question there will be an “either” “or” choice, which means that there will be two questions from each unit and the student should answer either of the two questions.

PART- A

(10 Marks)

- 1.a) Define the term entrepreneur. [1]
- b) What is risk aversion? [1]
- c) What do you mean by organic growth? [1]
- d) What is franchising? [1]
- e) Define copyright. [1]
- f) What do you understand by trade secret? [1]
- g) Is design thinking a linear process? [1]
- h) What is the first step in the design thinking process? [1]
- i) Describe the bread-board model. [1]
- j) What are the sources of generating business ideas? [1]

PART-B

(50 Marks)

- 2.a) What are the functions of an entrepreneur?
- b) Bring out the importance of entrepreneurship in national economic development. [5+5]

OR

- 3.a) Explain how motivation influence entrepreneurship.
- b) What are the factors responsible for emergence of entrepreneurship? [5+5]

- 4.a) What is the importance of technological alliance for a growing firm?
- b) Illustrate the stabilization strategies with suitable examples. [5+5]

OR

5. What are the driving forces of growth strategy of an enterprise? In this context differentiate between an internal and an external growth strategy with examples. [10]

QA QA QA QA QA QA QA

- 6.a) What is a trademark? What is the kind of protection offered by a trademark?
b) Discuss the importance of analyzing technological environment in project planning. [5+5]

QA QA QA QA QA QA QA

- 7.a) Bring out the major components of feasibility study.
b) What is equity financing? What are its advantages? [5+5]

8. Explain in detail the various phases of design thinking with suitable real world case example. [10]

QA QA QA QA QA QA QA

- 9.a) What are the benefits of empathic design?
b) What is the importance of writing problem statements in design thinking? Give examples of design thinking problems. [5+5]

- 10.a) What are the techniques for fostering individual creativity?
b) What are type I and type II errors in evaluating business ideas. Briefly discuss. [5+5]

QA QA QA QA QA QA QA

- 11.a) How does franchising differ from other forms of ownership?
b) How does market analysis enable one to arrive at the service gap? [5+5]

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QA QA QA QA QA QA QA

QA QA QA QA QA QA QA

QA QA QA QA QA QA QA

QA QA QA QA QA QA QA