

**R22**

**Code No: 782AE**

**JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY HYDERABAD**

**MBA II Semester Examinations, February/March - 2025**

**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) What is an entrepreneurial ego? [1]
- b) What is Elon Musk's entrepreneurial mindset? [1]
- c) Brief on strategic positioning. [1]
- d) What is business stabilization? [1]
- e) What is the Blue Ocean Strategy? [1]
- f) What is the definition of a trademark? [1]
- g) What is a linear thought process? [1]
- h) What is design thinking for social innovation? [1]
- i) What is Lean Startup? [1]
- j) What is Kano method? [1]

**PART – B**

**(50 Marks)**

2. What are the steps in the evolution process of an entrepreneur? And brief on the types of entrepreneurs. [10]

**OR**

3.a) What is the role of entrepreneurship in economic development?

b) Brief on entrepreneurial motivation cycle. [5+5]

4.a) Define Strategic Entrepreneurship and give the scope of Strategic Management.

b) Describe the growth strategies of entrepreneurship. [5+5]

**OR**

5.a) How do you integrate Entrepreneurship and Strategic Management?

b) Examine unique managerial concerns of growing ventures. [5+5]

6.a) Evaluate the initiatives taken by the Government of India to promote entrepreneurship?

b) Describe the strategies for avoiding trade mark pitfalls. [6+4]

**OR**

7.a) What factors are crucial to the development and growth of a new venture?

b) Brief on elements of IPR with suitable examples. [5+5]

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- 8.a) Discuss the principles of Design Thinking.  
b) Brief on problem analysis methods.

[5+5]

**OR**

- 9.a) What are the stages of the Design Thinking Process?  
b) Examine the need for empathetic design methods.

[5+5]

- 10.a) Explain the step-by-step process of prototype testing.  
b) Illustrate the visualization and presentation techniques.

[5+5]

**OR**

- 11.a) Describe the process of introduction of a new venture.  
b) Discuss the approaches for evaluation of business ideas.

[5+5]

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QA QA QA QA QA QA QA G

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