

Possible Questions

M1

Examine how the personal profile of an entrepreneur influence the success or failure of a start-up venture. 10-12M (**profile of an entrepreneur**)

Identify how entrepreneurship contributes to innovation and growth in an established firms using real word example. 5M (**Benefits of Entrepreneurship in Established Firms +example**)

Analyze the strategies used by corporate firms to encourage entrepreneurship, and explain how these strategies impact employee innovation and organizational performance. 5M

(**Fostering Corporate Entrepreneurship**)

Inspect how venture creation plays a critical role in society by driving economic growth, innovation, creating jobs? 10M

Interpret how **enterprises can be categorized based on size and objectives**, and utilize this understanding to differentiate between various types of business ventures. 5M

Interpret how **enterprises can be categorized** and utilize this understanding to differentiate between various types of business ventures. 10M

Inspect the key steps that contribute to successful technology entrepreneurship and evaluate how each step impacts the overall success of a tech venture. 5M (**key steps in technology entrepreneurship**)

Explain core elements of technology Entrpreneurship? 5M

A team of recently college graduated engineers, is developing a health-tech platform to connect users with nutrition experts. However, with limited capital and experience, they struggle to gain traction with investors and health professionals. they know that to succeed, they must build strong partnerships with stakeholders. 5M

Utilizing the **key aspects of impact entrepreneurship** how can a entrepreneur create both social value and sustainable business growth? 8M

Explain types of impact entrepreneurship? 5M

Discover the key **challenges impact entrepreneurs** face and explore how these challenges influence the success or failure of their ventures, using relevant examples. 5M

Interpret different **types of technology entrepreneurship** and utilize this classification to understand how technology-driven ventures create value and drive innovation. 4M

Identify the role of the intrapreneur in driving corporate entrepreneurship and analyze how different types of corporate entrepreneurship contribute to innovation within an organization (**role of the intrapreneur +types of corporate entrepreneurship**)

Manoj wants to create a business that produces eco-friendly packaging to reduce plastic waste. However, eco-friendly materials are more expensive, and he worries about attracting price-sensitive consumers. How does Manoj's venture creation contribute to environmental sustainability? What steps could he take to make his product affordable and appealing to a broader audience while maintaining environmental benefits? 5M

Contrast the role of motivation which is a key driver in entrepreneurship and explain how it is necessary for successful entrepreneurship. (**Motivation and how it is necessary for entrepreneurship**) 4 to 8M

M2

Discover the various **opportunities that entrepreneurship** can offer and analyze how these opportunities can be leveraged for personal, social, or economic growth. 10M

A small startup is struggling to stand out in a competitive market. As part of the innovation team, discover and evaluate different sources of innovation the startup can tap into to develop a unique product or service. How would you apply these sources to create a competitive edge? 5M

(**sources of innovation**) **With example.**

Within **VIDE model** inspect all elements and explain how each influences the attractiveness and sustainability of a business opportunity. 8M

Analyze the role of **customers as sources of opportunity** in entrepreneurship. How can their needs, feedback, and behavior act as catalysts for innovation and business growth. 8M

Utilize the concept of **push and pull innovation** to explain how it drives entrepreneurial ventures and influences product development, supporting your answer **with relevant examples**. 8M

Identify the different **types of uncertainty** an entrepreneur may face during the initial stages of their entrepreneurial journey. 10M to 12M

Analyze the core idea behind the **VIDE model** and its relevance to entrepreneurship. 8M

Discover how **push innovation** drives entrepreneurial ventures and examine its impact on product development with relevant examples. 4M

Discover how **pull innovation** drives entrepreneurial ventures and examine its impact on product development with relevant examples. 4M

Illustrate how entrepreneurs can utilize the **PESTLE** framework as a strategic tool to assess external factors and enhance business decision-making 6M

Organize the **benefits of the Tournament Approach** and utilize this understanding to assess how it supports entrepreneurial selection and development. 5M

Using the SWOT framework, analyze how a small local café could apply its strengths and opportunities to overcome its weaknesses and threats in a competitive market. 5M

Identify the **key features of the Tournament Approach** and how they impact entrepreneurial selection and success. 5M

(Study IA – 2 questions also for M3,M4,M5)

MODULE – 3

1. Explain the process of defining a focal market in entrepreneurship and business management. Discuss the key steps involved with example. 10M
2. Explain the benefits of defining a focal market in entrepreneurship and business management in your own words. 4M
3. Explain the importance of understanding user needs in product development and entrepreneurship. Describe the methods used understanding user needs in product development and entrepreneurship. 10M
4. Discuss why understanding user needs is important in product development and entrepreneurship which contributes to customer satisfaction, market fit, and competitive advantage. 4M
5. Explain the importance of competitive analysis in entrepreneurship and business management. Describe the key steps involved in analyzing competition. 8M
6. Analyze how individual and group idea generation techniques can be applied to solve real-world entrepreneurial challenges. Illustrate your answer with suitable business examples. 10M
7. Explain the role of assumptions in entrepreneurial planning. Discuss the types of assumptions entrepreneurs make with example.
8. Apply the concept of planning assumptions to a new online grocery delivery startup. Identify market assumption, customer assumption, value proposition assumption might make and explain how these assumptions would guide their initial business strategy. 8M
9. What is Discovery-Driven Planning (DDP)? Explain Key principle and steps involved in DDP How it can applied in a startup explain with example? 8M- 10 M
10. What is Business plan ? What are the types of business plans? 5M

MODULE – 4

1. How does testing an idea early help entrepreneurs make better decisions about investing their time and resources? 8M
2. How can insights from customer interviews help entrepreneurs refine their product or business model before launching? 6M
3. How can entrepreneurs utilize each step of the customer interview process to ensure they collect the most reliable and meaningful insights, and which step do you think has the greatest impact — and why? OR
How can entrepreneurs utilize the steps of the customer interview process to improve a real product or service you've used recently, and which step do you think would make the biggest difference — and why? 8M
4. What are the key steps involved in defining the purpose and scope when creating a software prototype in entrepreneurship management with example? 10M
5. Give step by step guide for a entrepreneurship for creating a physical goods with an example? 8M
6. How can a company like **Zomato** use a service prototype to test and improve a new food delivery feature—such as “eco-friendly delivery options”—by mapping the customer journey, simulating real deliveries, and gathering user feedback before a full-scale launch? 10M
7. What is the importance of conducting a market survey in entrepreneurship and management explain with an example? 10M

MODULE – 5

1. Explain what are Principles of Management and how the Principles of Management can be applied in a startup environment to improve efficiency and teamwork. 10M
2. Why is understanding and applying management principles essential for successful entrepreneurship? 5M
3. What are the different types of leadership styles in entrepreneurship and management, and how do they influence business success? 8M
4. How does the interplay of Organizational Behavior (OB) and leadership contribute to entrepreneurial success? 10M
5. Importance of OB and Leadership in Entrepreneurship and Management Studies 5M
6. What are the key steps involved in the strategic planning and decision-making process for a business venture 10M
7. Using the *Framework for Ethical Decision-Making*, how should a company respond when it discovers that one of its suppliers uses child labor? Discuss each step of the decision-making process. explain how the company can make an ethically responsible choice. 6M OR 12M
8. Entrepreneurs often face ethical challenges while running their businesses. Discuss How can entrepreneurs address these challenges while maintaining both profitability and integrity? 6M
9. Imagine you are an entrepreneur who discovers that one of your most profitable products is made using materials from a supplier accused of exploiting workers. How would you

apply the process of ethical decision-making to resolve this issue while maintaining your company's trust, reputation, and long-term success? 6M

10. Define Corporate Social Responsibility (CSR) ? What are the pillars of CSR? 5M

11. You are the operations manager of a manufacturing company under pressure to reduce production costs. Your team suggests using cheaper materials that are less environmentally friendly. How would you apply the principles of environmental, social, and economic sustainability to make a responsible decision? 6M

12. Explain key pillars of Sustainability in Business Practices and what are the Importance of Sustainability in Business. 8M

13. Discuss how creativity contributes to differentiation, problem-solving, adaptation to change, and customer-centric innovation. Support your answer with relevant examples from real-world companies. 8M

14. Explain the stages of creativity in entrepreneurship—opportunity recognition, idea generation, and prototyping/experimentation. How do these stages help entrepreneurs transform creative ideas into successful business models? 9M