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PRESIDENCY UNIVERSITY

Presidency University Act, 2013 of the Karnataka Act No. 41 of 2013 | Established under Section 2(f) of UGC Act, 1956
Approved by AICTE, New Delhi | Approved By BCI
Bengaluru

Even Semester Mid Term, March 2026

Date: 12/03/2026

Time: 09:30 AM - 11:00 AM

Course Code: BBA2067

Course Name: Entrepreneurship and Innovation

Semester: Fourth Semester

Max. Marks: 50

Weightage: 50%

CO - Levels	CO1	CO2
Marks	92	88

PART-A: Answer Following Questions. 10 M

Qn.No	Questions	M	CO	BT
1	Recall any two factors impacting the emergence of entrepreneurship.	2	CO1	BT2
2	A founder keeps trying despite repeated failures. Name the theory related to this behaviour.	2	CO1	BT2
3	Relate decision-making to risk-taking in start-ups.	2	CO1	BT2
4	List any two traits of successful entrepreneurs.	2	CO2	BT2
5	State any two differences between managers and entrepreneurs.	2	CO2	BT2

PART-B: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
6	Uber disrupted the traditional taxi industry through digital platforms. Illustrate the entrepreneurship process in Uber's growth.	10	CO1	BT2
7	IndiGo adopted a low-cost model, focused on punctuality, operational efficiency, and standardized fleet strategy. It took calculated risks in aircraft bulk orders. Interpret IndiGo's strategy using Schumpeter's Innovation Theory.	10	CO1	BT2

PART-C: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
8	<p>Flipkart started in a small apartment and grew into one of India's largest e-commerce companies despite intense competition and limited initial resources.</p> <p>Interpret how McClelland's Need for Achievement theory applies to the founders' motivation and persistence, and discuss the internal and external factors that contributed to the company's success.</p>	10	CO1	BT2
9	<p>During a fuel price hike, one airline reduces routes while another innovates by introducing dynamic pricing and cost-cutting strategies. Compare the entrepreneurial mindset of the two companies and which company is more likely to survive with the reasons.</p>	10	CO1	BT2

PART-D: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
10	<p>A professional manager avoids expanding into international markets due to high uncertainty. However, the founder wants to take the risk and expand aggressively. Compare managerial and entrepreneurial decision-making in this case.</p>	10	CO2	BT2
11	<p>A company introduces electric aircraft in India despite facing strict regulatory challenges, high development costs, and uncertain market acceptance. Explain the crucial role of entrepreneurial leadership in overcoming these challenges with the importance of innovation in transforming the aviation industry through this initiative.</p>	10	CO2	BT2

PART-E: Answer Any 1 Following Questions. 10 M

Qn.No	Questions	M	CO	BT
12	<p>A food-tech startup is profitable locally. The founder wants to expand internationally but investors are hesitant. Compare the risk perception of entrepreneurs and investors in their decision-making under conditions of uncertainty.</p>	10	CO2	BT2

13	A large multinational company encourages its employees to develop new ideas, take calculated risks, and lead internal innovation projects as if they were running their own ventures within the organization. Explain how entrepreneurial qualities apply to corporate intrapreneurship and how these qualities contribute to innovation and organizational growth?	10	CO2	BT2
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