



Even Semester End Term Examination, May / June 2026

Date: 23/05/2026

Time: 09.30 AM - 12.30 PM

Course Code: BBA2067

Course Name: Entrepreneurship and Innovation

Semester: Fourth Semester

Max. Marks: 100

Weightage: 50%

CO - Levels	CO1	CO2	CO3	CO4
Marks	74	92	98	96

Part A: Answer Following Questions. 20 M

Qn.No	Questions	M	CO	BT
1	Explain the concept of entrepreneurial mindset.	2	CO1	BT2
2	Classify economic and social factors influencing entrepreneurship.	2	CO1	BT2
3	List out any four qualities of an entrepreneur.	2	CO2	BT1
4	Define entrepreneurial decision-making.	2	CO2	BT1
5	Explain the role of an entrepreneur in employment generation.	2	CO3	BT2
6	Outline the challenges faced by entrepreneurs.	2	CO3	BT1
7	Compare different types of entrepreneurs.	2	CO3	BT2
8	Explain corporate entrepreneurship.	2	CO3	BT2
9	Interpret external environment factors.	2	CO4	BT3
10	Explain venture capital.	2	CO4	BT2

Part B: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
11.a	Explain the factors influencing emergence of entrepreneurship.	6	CO1	BT2
11.b	A startup like Flipkart started small and scaled rapidly. Explain the stages of entrepreneurship process reflected in this scenario.	10	CO1	BT2
12.a	Summarize the importance of entrepreneurship in modern economy.	6	CO1	BT2

12.b	An airline startup faces uncertain demand and fluctuating fuel prices. Describe Knight's theory of profit in relation to this uncertainty.	10	CO1	BT2
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Part C: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
13.a	Compare entrepreneur and inventor with examples.	6	CO2	BT2
13.b	Compare the decision-making and risk-taking involved when a founder chooses between a safe strategy and a risky expansion plan.	10	CO2	BT2
14.a	Summarize entrepreneurial leadership.	6	CO2	BT2
14.b	A startup founder at Zomato expands globally despite risks. Generalize the entrepreneurial traits shown in this scenario.	10	CO2	BT2

Part D: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
15.a	A woman entrepreneur launching a new airline faces challenges such as funding constraints, gender bias, and market competition. Solve these challenges by applying appropriate entrepreneurial strategies.	6	CO3	BT3
15.b	A startup airline provides low-cost flights to remote regions. Apply the concept of social entrepreneurship and its impact.	10	CO3	BT3
16.a	A startup like IndiGo focuses on low-cost operations. Apply entrepreneurial role in cost leadership strategy.	6	CO3	BT3
16.b	A founder like Elon Musk manages multiple ventures across industries. Apply the concept of serial entrepreneurship to this case.	10	CO3	BT3

Part E: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
17.a	An airline startup must choose between focusing on low-cost services or premium luxury travel. Select the most suitable type of entrepreneurship and justify your choice by applying relevant concepts.	6	CO3	BT3
17.b	An airline startup adopts eco-friendly fuel and operations. Use the concept of green entrepreneurship to explain this strategy.	10	CO3	BT3
18.a	Apply the concept of corporate entrepreneurship to the introduction of an innovative in-flight service by a corporate employee in IndiGo for organizational growth.	6	CO3	BT3

18.b	Apply intrapreneurship to a new service innovation introduced internally by an employee in Air India.	10	CO3	BT3
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Part F: Answer Any 1 Following Questions. 16 M

Qn.No	Questions	M	CO	BT
19.a	Analyze external environment affecting airline industry (fuel cost, regulations).	6	CO4	BT4
19.b	A startup like Akasa Air is preparing its business plan. Analyze the key components required for its business plan.	10	CO4	BT4
20.a	A startup airline is entering a competitive market with players like AirAsia and IndiGo. Compare the competitive strategies required for survival and growth in such a market.	6	CO4	BT4
20.b	A failed airline like Kingfisher Airlines collapsed due to multiple issues. Examine the reasons for its failure.	10	CO4	BT4