

ABV-IIITM, Gwalior

Institute of National Importance

Major Examination – Academic Session 2024

Course: MS619 Entrepreneurship and Innovation

Time Allowed: 3 Hours

Total Marks: 45

Note: Attempt all questions. Illustrate your answers with real-world or Indian startup examples wherever possible.

1. (a) Define entrepreneurship. (b) Discuss its role in fostering technological progress and job creation. (8 Marks)
2. (a) What are the major challenges faced by startups in India? (b) Suggest possible solutions to overcome these challenges. (8 Marks)
3. (a) Differentiate between product innovation and process innovation. (b) Give one example of each from the Indian market. (7 Marks)
4. (a) Explain the concept of a Minimum Viable Product (MVP). (b) Why is it important in the entrepreneurial journey? (7 Marks)
5. (a) What are the key sources of funding available to entrepreneurs? (b) Discuss the role of venture capital firms in early-stage startups. (8 Marks)
6. Write short notes on any two: (i) Social entrepreneurship (ii) Unicorn startups (iii) Entrepreneurial leadership (7 Marks)