

1/3/2023

**Indian Institute of Engineering Science & Technology, Shibpur**  
**B.Tech (8<sup>th</sup> Semester) Mid Semester Examination 2023**  
**Subject: Entrepreneurship and Innovation Management**  
**Paper Code: MS4262**

Time: 2 hours

Full Marks: 30

*Answer any five questions*

[5 x 6 = 30]

**Question 1**

[3 + 3 = 6]

- (i) When an 'idea' can be considered as an opportunity?
- (ii) Distinguish between creativity and innovation. Give examples.

**Question 2**

[5 + 1 = 6]

- (i) What are the problems that the MSME sectors in India are presently facing? What are the strategies to promote the development of MSME in India?
- (ii) What do you mean by entrepreneurial management?

**Question 3**

[4 + 2 = 6]

- (i) How would you analyze the industry structure using competitive business strategy?
- (ii) What do you mean by: Drone entrepreneur and Fabian entrepreneur?

**Question 4**

[3 x 2 = 6]

Comment on the statement given below:

- (i) Developing countries are a fertile ground for imitative rather than innovative entrepreneur.
- (ii) If you are an entrepreneur, then you will figure out what you want to do.
- (iii) Mukesh Ambani is the 20<sup>th</sup> century entrepreneur of India.

**Question 5**

[4 + 2 = 6]

- (i) How would you define a new product? Classify new products.
- (ii) What strategies would you adopt to introduce new product into existing market?

**Question 6**

[3 + 3 = 6]

- (i) The data regarding the fixed costs and variable costs of a company are given below. If the company has to break even, how many units should it sell?

Fixed costs:	Variable costs:
Monthly rent: INR 1,000	Materials: INR 30
Insurance: INR 500	Labour: INR 40
Selling Price: INR 100	

- (ii) Explain the following terms with examples
- (a) Frugal Innovation
  - (b) MSME Cluster
  - (c) Disruptive Innovation

### Question 7

[6]

An entrepreneur at XYZ manufacturing company is trying to decide whether to produce at a level production rate or a chase sales production rate. In his analysis of the company operations, he has collected the following information:

Beginning employment level	10 employees
Beginning inventory	0 unit
Hiring cost	INR 10 per employee
Firing cost	INR 5 per employee
Production per employee	10 units per quarter
Holding cost	INR 1 per unit per quarter

Target inventory at the end of the quarter is zero units. Target employment level at the end of the fourth quarter equals the planned employment level specified by the plan under consideration. The estimated demand for each quarter provided by the sales team is given below:

Quarter	Sales Forecast
1	50 units
2	80 units
3	120 units
4	150 units

Which of the two strategies would result in lowest production cost? Show your calculation for each strategy separately.

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