

Faculty of Engineering

End Semester Examination May 2025

OE00085 Innovation & Entrepreneurship

Programme	:	B.Tech.	Branch/Specialisation	:	All
Duration	:	3 hours	Maximum Marks	:	60

Note: All questions are compulsory. Internal choices, if any, are indicated. Assume suitable data if necessary.
 Notations and symbols have their usual meaning.

Section 1 (Answer all question(s))				Marks CO BL
Q1. Which of the following best describes 'Innovation'?				1 1 1
<input type="radio"/> The creation of a new scientific theory	<input checked="" type="radio"/> The practical implementation of an idea to create value			
<input type="radio"/> The discovery of natural phenomena	<input type="radio"/> The management of human resources			
Q2. Which of the following is used to assess the impact and efficiency of technological innovation?				1 1 1
<input type="radio"/> Market segmentation	<input checked="" type="radio"/> Innovation measurement			
<input type="radio"/> Capital budgeting	<input type="radio"/> Resource allocation			
Q3. What is the main goal of innovation management in an organization?				1 1 1
<input type="radio"/> Cost-cutting	<input type="radio"/> Managing human resources			
<input checked="" type="radio"/> Gaining and sustaining competitive advantage	<input type="radio"/> Improving employee satisfaction			
Q4. What does Christensen's Disruptive Innovation Theory explain?				1 1 1
<input type="radio"/> How to manage teams in an organization	<input checked="" type="radio"/> How new technologies replace existing ones by meeting unmet needs			
<input type="radio"/> How to reduce production cost	<input type="radio"/> How to increase sales through advertising			
Q5. Which of the following is not a method of generating new business ideas?				1 2 1
<input type="radio"/> Brainstorming	<input type="radio"/> Reverse engineering			
<input type="radio"/> SWOT analysis	<input checked="" type="radio"/> Financial accounting			
Q6. In the Lean Canvas model, which component focuses on identifying who will benefit most from the solution in the early stages?				1 2 2
<input type="radio"/> Cost structure	<input type="radio"/> Revenue streams			
<input checked="" type="radio"/> Early adopters	<input type="radio"/> Key activities			
Q7. Which of the following tools is used to refine a venture's value proposition by creating uncontested market space and making the competition irrelevant?				1 1 2
<input type="radio"/> Lean canvas	<input type="radio"/> SWOT analysis			
<input checked="" type="radio"/> Blue ocean strategy	<input type="radio"/> Porter's five forces			
Q8. Which of the following represents the correct sequence in the customer lifecycle for revenue generation and business growth?				1 2 2
<input type="radio"/> Acquisition → Retention → Activation → Revenue → Referrals	<input type="radio"/> Activation → Acquisition → Retention → Referrals → Revenue			
<input checked="" type="radio"/> Acquisition → Activation → Retention → Revenue → Referrals	<input type="radio"/> Retention → Revenue → Acquisition → Activation → Referrals			

Q9. Which of the following frameworks helps in selecting the most effective marketing channels to reach target customers? 1 1 3

- Lean canvas
- Bull's-eye framework
- Funnel approach
- SWOT analysis

Q10. What is the primary purpose of a positioning statement in branding strategy? 1 2 3

- To decide product pricing
- To define your competitors
- To clearly communicate what your brand offers and to whom
- To list all marketing channels

Section 2 (Answer all question(s))

Marks CO BL
2 2 1

Q11. Explain the concept of technological innovation.

Rubric	Marks
Explain the concept	2

Q12. How can technological innovation be measured? What factors affect innovation performance? 3 2 2

Rubric	Marks
How can technological innovation be measured	1.5
what factors affect innovation performance	1.5

Q13. (a) What are the common frameworks and typologies used to classify innovations? 5 1 2

Rubric	Marks
Write the common frameworks and typologies used to classify innovations	5

(OR)

(b) Explain the historical and socio-technical perspective on innovation with an example.

Rubric	Marks
Explain the historical and socio-technical Perspective on Innovation	3
Give example	2

Section 3 (Answer all question(s))

Marks CO BL
2 1 1

Q14. Write the types of Innovation.

Rubric	Marks
Types	2

Q15. What are the key Issues in innovation management? 3 2 2

Rubric	Marks
Key issues	3

Q16. (a) Explain the Christensen's Disruptive Innovation theory with an example.

5 2 4

Rubric	Marks
Explain the theory	5

(OR)

(b) What are the consequences of partial understanding of the innovation process?

Rubric	Marks
consequences of partial understanding	5

Section 4 (Answer all question(s))

Marks CO BL

2 1 1

Q17. What are the sources of new idea?

Rubric	Marks
Give sources of new Idea	2

Q18. Explain the methods of generating ideas.

3 1 2

Rubric	Marks
Explain the methods of generating ideas.	3

Q19. (a) Explain the venture's unique value proposition and competitive advantage with example of establishment of new venture.

5 3 3

Rubric	Marks
Explaining the venture's unique value proposition and competitive advantage with example of establishment of new venture.	5

(OR)

(b) Write a business model for your venture using the lean canvas.

Rubric	Marks
Write a business model for your venture using the Lean Canvas.	5

Section 5 (Answer all question(s))

Marks CO BL

2 2 1

Q20. How we can define blue ocean strategy?

Rubric	Marks
define blue ocean strategy	2

Q21. Explain the cycle of customer acquisition with the role of activation, retention, revenue generation with example.

3 2 4

Rubric	Marks
Explain the cycle of customer acquisition with role and example	3

Q22. (a) What is the importance of Identify primary and secondary revenue streams?

5 1 4

Rubric	Marks
Explain importance of Identify primary and secondary revenue streams	5

(OR)

(b) Explore licensing and franchising options for expansion with example.

Rubric	Marks
Writing licensing and franchising options for expansion with example.	5

Section 6 (Answer any 2 question(s))

Marks CO BL

Q23. Make a sales plan using the funnel approach.

5 3 3

Rubric	Marks
Make a Sales Plan	5

Q24. Create a strategy for public image and presence for business.

5 3 3

Rubric	Marks
Creating a strategy for public image and presence for business.	5

Q25. Explain the Bull's-eye framework.

5 3 3

Rubric	Marks
Explain Bull's-eye Framework.	5
