Registration Number:

Date & Session

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**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BANGALORE-27**

**BBA/BBASF – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2023**

**(Examination conducted in November /December 2023)**

**BA5323/BASF5323: ENTREPRENEURSHIP DEVELOPMENT**

**(For current batch students only)**

Time- 2 hrs Max Marks-60

**This paper contains two printed pages and four parts**

**Section A**

**I.** Answer ***any five*** of the following (**5x2 = 10 Marks)**

1. Mention any two characteristics of entrepreneurship.
2. What is lean thinking?
3. Given the meaning of brainwriting.
4. Write any two importance of creativity.
5. Mention any four sources of financing for startups.
6. What is business plan?

**Section B**

**II.** Answer ***any four*** of the following (**4x5 = 20 Marks)**

1. Distinguish between an entrepreneur and a manager.
2. Briefly explain about system thinking.
3. Explain different sources of idea generation.
4. Write a short on patents and copy right in protecting innovation and creativity.
5. Discuss the essentials of business plan.

**Section C**

**III.** Answer ***any two*** of the following (**2x10 = 20 Marks)**

1. Elaborate the steps involved in business plan.
2. Explain in detail different types of creative problem-solving methods.
3. Discuss various stages of financing involved for start-ups.

**Section D**

**VI. Answer the following (1x10=10 Marks)**

1. Satyajit Mittal, co-founder and CEO of Aretto, discovered through research and observed that one in three kids in India wear the wrong shoe size at any point in time because feet grow but shoe don’t. This led them to state the problems as “kids feet grow, shoes don’t,”. As a result, Maharashtra based startup Aretto launched the Aretto leaps shoes for children aged 1-12 years. Decidedly the first shoe model in the country designed to grow with the child’s feet for up to three sizes. The company holds a utility patent for the SuperGrooves technology, a design element in the sole that enables three-dimensional expansion of the shoe up to 18mm. Additionally, the insight that parents rarely bought expensive shoes for children as the purchase would be obsolete in months, inspired Satyajit Mittal and Parath Dhomkar of the product design team to come up with a solution.
2. In above case identify the type of an entrepreneur and type of innovation involved, and support your answer with valid points. (4 marks)
3. Explain different types of innovation. (6 marks)