

Code No: MB1942/19

JAWAHARLAL NEHRU TECHNOLOGICAL UNIVERSITY- GURAJADA VIZIANAGARAM

MBA IV Semester Regular/Supplementary Examinations, May-2025

Innovation and Entrepreneurship

Time: 3 Hours

Max. Marks: 75

Answer any FIVE Questions One Question from Each Unit
All Questions Carry Equal Marks

UNIT-I

- | | | | |
|----|---|---|----|
| 1. | a | Define entrepreneurship and explain its significance in economic development. | 7M |
| | b | Discuss the different types of entrepreneurs with examples. | 5M |

OR

- | | | | |
|----|---|---|----|
| 2. | a | Explain creative performance in terms of motivation and skills. | 6M |
| | b | How do cultural and societal norms influence entrepreneurship? | 6M |

UNIT-II

- | | | | |
|----|---|---|----|
| 3. | a | Explain the process of idea generation in entrepreneurship. | 6M |
| | b | Describe the feasibility analysis in economic aspects. | 6M |

OR

- | | | | |
|----|---|--|----|
| 4. | a | How is market segmentation important for entrepreneurial success? | 6M |
| | b | Discuss the importance of planning for new entrepreneurial ventures. | 6M |

UNIT-III

- | | | | |
|----|---|--|----|
| 5. | a | Discuss the structural problems faced during new venture creation. | 6M |
| | b | Explain the institutional support available for new ventures. | 6M |

OR

- | | | | |
|----|---|---|----|
| 6. | a | Analyze the importance of strategic planning for overcoming early challenges. | 7M |
| | b | Discuss the financial instruments available for small enterprises. | 5M |

UNIT-IV

- | | | | |
|----|---|--|----|
| 7. | a | Discuss the role of professionals in entrepreneurship. | 6M |
| | b | Analyze the role of women entrepreneurs in modern economies. | 6M |

OR

- | | | | |
|----|---|---|----|
| 8. | a | Discuss the role of the Board for Industrial and Financial Reconstruction (BIFR). | 7M |
| | b | Analyze the role of innovation in reviving sick industries. | 5M |

UNIT-V

- | | | | |
|----|---|--|----|
| 9. | a | Define innovation management and explain its importance. | 6M |
| | b | How does organizational knowledge foster innovation? | 6M |

OR

- | | | | |
|-----|---|---|----|
| 10. | a | Analyze the challenges faced during product innovation. | 6M |
| | b | Discuss the ethical considerations in innovation management | 6M |

CASE STUDY

- | | | | |
|----|--|--|-----|
| 11 | | Quick Cuts has become a popular men's barbershop chain in less than 3 years. Cy Zorbigo, the founder, explained his youthful frustration that led to the creation of Quick Cuts:
<i>"I hated getting a haircut as a child... Later at college I wanted a quick and simple</i> | 15M |
|----|--|--|-----|

cut with no fuss, short in the back and sides, a little less on top, and cheap, cheap, cheap – how can an odd-jobbing 20-year-old afford fancy hair salons?”

Jobless with a degree in business, and without any training in hair styling, Cy started cutting hair door-to-door in his impoverished neighbour hood for one tenth what the shops were charging. The only problem was that he could only do one simple haircut. Still, customers kept coming, texting on their mobiles for appointments. Cy recalls:

“It is then that it hit me: what if I open a shop that does only one haircut for a quarter of the going price in the fancy barbershops? I found an unrented shop space nearby and convinced two of my schoolmates to join – I trained them myself, it took two weeks for them to master Cy’s special haircut. They trained on boys from my neighbourhood – free haircuts for under-twelves. There were a lot of happy mothers!”

Quick Cuts opened its 11th shop last month. New hires are personally trained by Cy to cut the unique style. So far, all profits have been reinvested in expanding the shop network. Asked if he would be eventually introducing a second haircut style, Cy chuckled and explained that he currently had in training four women, friends from schooldays and college, who are developing a unique style aimed at schoolgirls and young women. Asked what the government could do to help Quick Cuts, Cy replied:

“I never thought they were interested beyond collecting taxes and penalties... maybe train for better IT skills at university and tevet schools?”

Cy will soon be launching a branded and native language version of a mobile appointment booking app produced in collaboration with developers in Norland.

Questions:

1. What was the underlying innovation, in the case?
2. What motivated the entrepreneur to become an innovator?
3. What particular skills and competencies did the entrepreneur possess?
4. What new skills and competencies did the entrepreneur have to acquire?