



GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2018-20) MID TERM EXAMINATIONS (TERM - V)

Subject Name: **Entrepreneurship and Design Thinking**

Time: **01.30 hrs**

Sub. Code: **PG33**

Max Marks: **20**

Note:

1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.
2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.

SECTION – A

04+04 = 08 Marks

Q. 1: Case Study:

You have created a computer game of entrepreneurship. You believe you can combine this game with some educational material and profiles of successful entrepreneurs to make an excellent teaching tool for entrepreneurship. Your inspiration for the product came from several reports in the newspapers and magazines about increasing demand for entrepreneurship education; and the fact that a curriculum involving entrepreneurship even at the junior high or high school level induces students to learn not only business-related topics but math and science and communication skills, as well.

The game part of the product consists of a simulated environment for starting and running a company. There are separate sub-simulations of markets, competitors, regulators, macroeconomic factors and a random factor for "luck." The game has a sophisticated multi-media interface—for example, a 3D office where phones ring with messages from the market, a TV that will provide macroeconomic information when switched on, and simulated managerial staff with whom the player (CEO) can consult in making decisions. At the beginning of the game, the player can choose from a variety of businesses the type of business he/she wants to start (For example: manufacturing, personal services, software, etc.) and has to make decisions such as which market segment to sell to, how many people to hire, what type of financing to go for, etc. During the game, the player has to make production decisions, such as how much to produce, whether to build new warehouses or negotiate with trucking companies, etc.; marketing decisions, such as which channels of distribution to use, which media to advertise in, and so on; management decisions involving hiring, training, promoting, and firing of employees, and so on. There is an accounting subroutine that tracks and computes the implications of the various decisions for the bottom line.

You have taken all possible precautions regarding intellectual property.

The name of your company is *Entrepreneurship, Inc.* The name of the product is *Venturing*.

(i) What information would you seek about potential customers and competitors—list questions you would want answered.

(ii) What do you think are the growth possibilities for this company?

SECTION - B

02×03 = 06 Marks

Q. 2: Who are Drone Entrepreneurs? Explain with the help of Examples.

Q. 3: Differentiate between an Entrepreneur and an Intrapreneur with the help of an Example.

Q. 4: Explain Entrepreneurship Ecosystem. Mention the key conditions that typically define a healthy ecosystem for an Entrepreneur.

SECTION – C

03×02 = 06 Marks

Q.5. Entrepreneurship has a “dark side”. What is meant by this statement? Be complete in your answer.

Q. 6. What are design thinking tools? Explain any three design thinking tools with the help of examples.