

2101291

MASTER OF VOCATION

Entrepreneurship

Subject: Strategic Management and Entrepreneurship

Subject Code: MED904

Semester: Third

January 2021

Theory (External): 70 Marks

Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number											

SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A How can you explain digital technology?
- B Explain strategic management.
- C Is there different Strategic management in SMEs?
- D What is significance of strategic management process?
- E Explain lean start-up principles.
- F How can you analyse need of Angel investors?
- G What are necessities of venture capital?
- H Highlight the needs of strategic innovation.
- I Discuss a few managerial issues which are associated with innovation in India.
- J Analyse the needs of strategic innovation in India.



SECTION -B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

- Q1 How does digital technology help in start-ups? Are there any differences between the businesses with digital technology and without digital technology?
- Q2 Comment on integrated entrepreneurship and strategic management. Please take an example to explain it.
- Q3 Discuss the lean start-up principles and associate them with current examples.
- Q4 Explain the various financing options- self financing in the current business scenario.
- Q5 What are managerial solutions when there are some issues arise regarding innovations in start-ups?
- Q6 What is the role of strategic innovation? Explain the various dimensions of strategic innovation.
- Q7 What are the strategies of generating a value proposition? Are they useful for SMEs?
- Q8 **Case Study :**
Lara and Riya are running their garments business with manual operations. Their competitors are capturing market by presenting same garments with less prices. The reason of their less-priced products is usage of technology. The acceptance of technology has reduced their cost therefore the competitors are now ready to capture

the market. When Lara and Riya explored the technology-adoption cost, they found it costly.

Questions

- A) Can you make strategy for Lara and Riya for taking decision whether they should go for technology-adoption or run as usual?
- B) Are only low-priced products able to survive in the market? Justify your answer.

*****END OF PAPER*****