

K. E. Society's  
**Rajarambapu Institute of Technology, Rajaramnagar**  
(An Autonomous Institute, affiliated to SUK)  
**Unit Test I**  
(Odd Semester 2022-23)

*qp code*  
UT 75

**Class: .F Y. MBA-IGV**

**Course Code: MIV 1071**

**Course Name: Idea Generation and Validation**

*Date :- 22/12/2022*

*Time - (10.30 am to 11.30 am)*

**Max Marks: 25**

**Instructions:** 1) All questions are compulsory

2) Figures to the right indicate maximum marks

3) Assume suitable data if not given

<b>Q. No.</b>	<b>Question Statement</b>	<b>Marks</b>	<b>CO. No.</b>
<b>Q.1</b>	<b>Explain three essential prerequisite for good idea a generation.</b>	<b>5</b>	<b>CO1</b>
<b>Q.2</b>	<b>Why benefits are important in idea canvas, explain all type of benefits with one of your idea.</b> <b>OR</b> <b>Explain "SpaceX" idea, where it came from and explain all types of benefits its brings .</b>	<b>10</b>	<b>CO2</b>
<b>Q.3</b>	<b>What is a change is ? Give a example of a change a good idea can bring ?</b> <b>OR</b> <b>Explain idea canvas with all its five units.</b>	<b>6</b>	<b>CO1</b>
<b>Q.4</b>	<b>Explain similarities and differences between an entrepreneur and a business man</b>	<b>4</b>	<b>CO2</b>