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| Enroll No |
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| Q.P. Code |
| UT2921 |

Unit Test -I (2025-26)

S.Y. Master of Business Administration

Course Code: MGC2014

Course Name: Entrepreneurship Development

Day & Date: Monday, 11/08/2025

Time: 10:30 pm To 11:30 pm

Max Marks- 25

- Instructions:**
- 1) All questions are compulsory.
 - 2) Figures in rounded () brackets within the question, indicate the scheme of marking for respective part of the question, whereas, figures in the first right column indicate total marks for that whole question.
 - 3) CO is the index number of the Course Outcome statement.
 - 4) The Bloom's taxonomy level (BL) for 1,2,3,4,5 and 6 is remember, understand, apply, analyze, evaluate and create respectively.
 - 5) Assume suitable data if necessary.
 - 6) Use of non-programmable calculators is allowed

| | Marks | BT Level | COs |
|--|-------|----------|-----|
| Q.1 A Define entrepreneurial leadership and its key terminologies in detail. | 8 | 4 | 1 |

OR

Explain the design thinking process and its relevance to innovation.

| | | | |
|---|----|---|-----|
| B Provide a detailed example showing how an entrepreneurial leader can apply the design thinking process (empathize, define, ideate, prototype, test) to create a solution aligned with the chosen macro trend. | 7 | 3 | 1,2 |
| Q.2 Identify one macro trend (from industry, startups, society, or technology) and analyze its impact on the startup ecosystem. | 10 | 4 | 2 |

