



K. K. Wagh Institute of Engineering Education & Research, Nashik
(An Autonomous Institute From A.Y. 2022-23)

InSem Examination-I Winter2025	
Exam Seat No.:	
Academic Year:2025-2026	Semester:III
Class:PG-II	Program:MBA
Branch Code: 10	Pattern:2024
Name of Course:Design Thinking, Innovation & Entrepreneurship	Course Code:2410602
Max. Marks:30	Duration:1.15 Hrs.

Instructions: Candidates should read carefully the instructions printed on the Question Paper and on the cover page of the Answer Book, which is provided for their use.

1. This question paper contains 2pages.
2. Answer to each new question is to be started on a new page.
3. Assume suitable data wherever required, but justify it.
4. Draw the neat labelled diagrams, wherever necessary.
5. The last columns indicates the Course Outcome and level of Blooms Taxonomy of the Question/sub-question.
6. Q1 and Q3 are compulsory. Solve either (a) or (b) from Q2 and Q4.

Marks CO

Question No. 1

- 1 a) List the types with sub types of Innovation . (3) CO1
- 1 b) Differentiate between Innovation and Invention. (4) CO1

Question No. 2

- 2 a) Illustrate any 4 Barriers to Innovation along with examples. (8) CO1

OR

- 2 b) GreenLeaf Tech(a startup), founded in 2022, aimed to provide eco-friendly smart home solutions. The startup developed innovative products like automated energy-saving devices and smart waste management systems. Despite initial excitement and some angel investment, the company faced multiple challenges: (8) CO1

- The team underestimated production costs and overestimated demand.
- Marketing efforts failed to reach the target audience effectively.
- Internal conflicts among founders slowed decision-making.
- Competitors quickly introduced similar products at lower prices.

Within two years, GreenLeaf Tech was forced to shut down, disappointing investors and employees.

Analyze the reasons that contributed to the failure of GreenLeaf Tech Pvt. Ltd (a startup) along with examples.

Question No. 3

- 3 a) Justify how to build a culture of innovation. (3) CO2
- 3 b) Explain : (4) CO2

(i) Lean Innovation

(ii) Agile Innovation

Question No. 4

4 a) Explain Divergent and Convergent thinking and differentiate between both with the help of 5 points. (8) CO2

OR

4 b) Explain any 4 types of Entrepreneurs along with sub types and examples. (8) CO2

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