



QUESTION BANK:

S.N.	Questions	BTL level (Please mention L1 or L2 or etc...)	Course Outcome
	Unit - I		
	Part - A (1 Mark)		
1	Define Innovation.	L1	C01
2	State the need for innovation in business	L2	C01
3	List the features of innovation.	L1	C01
4	Mention the different types of innovation.	L1	C01
5	What is product innovation? Give an example.	L2	C01
6	What is process innovation?	L2	C01
7	Define entrepreneurship.	L1	C01
8	Who is an entrepreneur? Mention any two attributes of an entrepreneur.	L1	C01
9	What is meant by an entrepreneurial mindset?	L2	C01
10	Define intrapreneurship.	L2	C01
	Part - B (10 Marks)		
1.	Explain the concept of innovation and discuss its importance in the present business environment.	L2	C01
2.	Discuss the need for innovation and analyze its role in improving business competitiveness.	L4	C01
3.	Explain the features and characteristics of innovation with suitable examples.	L2	C01
4.	Describe the different types of innovation with suitable examples from various industries.	L2	C01
5.	Compare innovation practices in manufacturing and service sectors.	L4	C01
6.	Explain the methods for fostering a culture of innovation in an organization.	L3	C01
7.	Discuss the process involved in planning for innovation in an organization	L3	C01
8.	Define entrepreneurship and explain the different types of entrepreneurship with examples.	L2	C01
9.	Discuss the important attributes required for becoming a successful entrepreneur.	L2	C01
10.	Discuss the importance, opportunities, and challenges of women entrepreneurship	L4	C01