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| **SESSION** | **JANUARY – FEBRUARY 2025** |
| **PROGRAM** | **BACHELOR OF BUSINESS ADMINISTRATION (BBA)** |
| **SEMESTER** | **I** |
| **COURSE CODE & NAME** | **DBB1115 ENTREPRENEURSHIP AND INNOVATION MANAGEMENT** |
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**Assignment Set – 1**

**1. What do you mean by entrepreneurship? What are its elements? 5+5**

**Ans 1.**

**Entrepreneurship and its Elements**

Entrepreneurship refers to the activity of setting up a business or businesses with the aim of making a profit. It involves identifying a business opportunity, organizing resources, taking calculated risks, and innovating to bring a new product or service into the market. Entrepreneurs are individuals who create and manage enterprises, often bringing innovation and fresh ideas that drive economic growth. Entrepreneurship is not just about starting a business; it is about creating value, solving problems, and responding to market needs with

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**2. Differentiate between debt and equity financing. What role do venture capitalists play in startup financing? 5+5**

**Ans 2.**

**Debt and Equity Financing and Role of Venture Capitalists**

Financing is one of the most critical aspects of establishing and growing a business. Entrepreneurs require capital to fund operations, develop products, hire talent, and expand. Two primary forms of business financing are debt financing and equity financing. Both have different implications for ownership, risk, and control over the business. Venture capitalists also play a crucial role in supporting startups, especially those with high growth potential but

**3. Discuss the stages of an EDP. Explain the role of government in fostering entrepreneurship. 6+4**

**Ans 3.**

**Stages of Entrepreneurship Development Programme and Role of Government**

Entrepreneurship Development Programme (EDP) refers to a structured process aimed at developing entrepreneurial abilities among individuals. It involves training, guidance, and support to help aspiring entrepreneurs create and manage successful ventures. EDP focuses on developing necessary skills, knowledge, and attitudes to foster innovation and business growth. The programme is conducted in various stages to systematically build entrepreneurial

**Assignment Set – 2**

**4. List and define different types of IPR. How do trademarks and copyrights differ? 5+5**

**Ans 4.**

**Types of Intellectual Property Rights and Difference between Trademarks and Copyrights**

Intellectual Property Rights (IPR) are legal rights that protect creations of the mind, such as inventions, literary and artistic works, designs, and symbols. IPR ensures that inventors and creators can reap the benefits of their inventions or creations, encouraging innovation and creativity. Understanding the types of IPR is important for protecting business ideas, products,

**5. What are the key stages in New Product Development (NPD). How does the Resource-Based Theory relate to NPD? 5+5**

**Ans 5.**

**Key Stages in New Product Development and Relation to Resource-Based Theory**

New Product Development (NPD) is the process by which a company creates a new product from idea generation to market launch. It involves several critical stages that ensure the product meets market needs and contributes to the company's growth. A systematic approach to NPD

**6. Analyse Tesla’s approach to innovation, with reference to the following:**

**a) How does Tesla use radical innovation?**

**b) What factors contributed to Tesla’s market success? 5+5**

**Ans 6.**

**Tesla’s Approach to Innovation**

Tesla is widely recognized as one of the most innovative companies of the 21st century. It has not just participated in the electric vehicle (EV) market but has completely transformed it through bold, radical innovations and disruptive strategies. Tesla’s approach is centered around challenging traditional methods, investing in advanced technologies, and redefining customer