5. (a) Explain the significance of business pitching. What are the key elements of an effective pitch to investors ? **5**

(b) Discuss the principles of lean start-ups. How does the lean approach reduce risk and uncertainty in new ventures ? **10**

6. (a) Discuss the role of institutions and support systems in fostering innovation and entrepreneurial development. **10**

(b) Examine how negotiation and bounded rationality influence entrepreneurial decision-making. **5**

7. Explain different organizational structures and their evolution as startups grow into established enterprises. **15**

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759201

May 2026

M.Sc. (Animation and Multimedia)

(Second Semester)

Innovation and Entrepreneurship (AMP-102-V)

Time : 3 *Hours*] [*Maximum Marks :* 75

Note : It is compulsory to answer all the questions (1.5 marks each) of Part A in short. Answer any *four* questions from Part B in detail. Different sub-parts of a question are to be attempted adjacent to each other.

Part A

1. (a) Define Entrepreneurship. Explain, how it differs from small business management. **1.5**

(b) What is meant by entrepreneurial intention ? Mention any *two* influencing factors. **1.5**

(c) List any *two* major entrepreneurial challenges faced in the Indian ecosystem. **1.5**

(d) What role do government initiatives play in promoting entrepreneurship ? **1.5**

(e) Explain opportunity discovery in the context of venture creation. **1.5**

(f) What is pattern recognition and why is it important for entrepreneurs ? **1.5**

(g) Define reverse engineering as a method for identifying entrepreneurial opportunities. **1.5**

(h) Briefly explain the concept of effectuation in entrepreneurial decision-making. **1.5**

(i) What is venture finance ? Mention any *one* source. **1.5**

(j) What is a Business Model Canvas (BMC) ? **1.5**

Part B

2. (a) Discuss the personality traits and behavioural characteristics of successful entrepreneurs. How do these traits influence entrepreneurial success ? 10

(b) Analyze the role of prototype and exemplar models in opportunity recognition and venture development. 5

3. (a) Evaluate the role of policy initiatives in promoting entrepreneurship in India. 5

(b) Explain the process of opportunity creation with suitable examples. Differentiate between opportunity discovery and opportunity creation. 10

4. Analyze the various sources of venture finance available to startups. Discuss their managerial implications. 15