

Centre for Distance and Online Education

Guidelines for formatting your assignment.

- Assignments must be typed in a **Microsoft Word Document** as per the following instructions:
 - The front page should consist of the learner's name in **CAPITAL LETTERS** along with their Roll Number, Program, Semester, Course Name and Code.
 - **Page Size:** A-4
 - **Margin:** 1-inch on all sides
 - **Font:** Times New Roman
 - **Font Size:** 12
 - **Alignment:** Justified.
- The total page limit **shall not exceed 12 pages**.

Please ensure that completed assignments are typed and formatted as per the guidelines and the soft copies are uploaded on or before the submission cut-off date.

NOTE: You are advised to stick to the timelines of submissions.

Guidelines for submitting your assignment.

- The document size should not exceed **2 MB**.
- The assignment response document should **NOT** contain colourful images or highlighted text content.
- If the learner submitted the wrong assignment or wants to resubmit, it can be done on or before the cut-off date. **ONLY the latest uploaded file will be considered for evaluation.**
- **Content that has been directly copied from the Internet/SLM and Assignments that have been copied and shared among students will be automatically rejected and disqualified.**

NOTE: Assignment submissions are accepted only in .pdf format which should be readable by OCR. Kindly do not upload scanned copies of assignments.

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Things to recheck before clicking that submit button.

- Upon successful submission of IA in LMS, you can verify using the preview tab the document submitted against each subject. In case the file submitted has been corrupted or the wrong document submitted, it will not be considered for evaluation.
- If your assignment submission file is on a pen drive, please copy the files to the system's local drive and then upload them on LMS.

NOTE: WE DO NOT ENCOURAGE HANDWRITTEN ANSWER SHEETS. THE USE OF AI TOOLS IS HIGHLY DISCOURAGED. ANY STUDENT FOUND USING THEM WILL BE PENALIZED.



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ASSIGNMENT

SESSION	JANUARY – FEBRUARY, 2025
PROGRAM	BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER	I
COURSE CODE & NAME	DBB1115, ENTREPRENEURSHIP AND INNOVATION MANAGEMENT
CREDITS	03
NUMBER OF ASSIGNMENTS & MARKS	02 30 MARKS EACH

Note: Answer all questions. Kindly note that answers for 10 marks questions should be approximately 400 - 450 words. Each question is followed by an evaluation scheme.

Q.No	Assignment Set – 1 Questions	Marks	Total Marks
1.	What do you mean by entrepreneurship? What are its elements?	5+5	10
2.	Differentiate between debt and equity financing. What role do venture capitalists play in startup financing?	5+5	10
3.	Discuss the stages of an EDP. Explain the role of government in fostering entrepreneurship.	6+4	10

Q.No	Assignment Set – 2 Questions	Marks	Total Marks
4.	List and define different types of IPR. How do trademarks and copyrights differ?	5+5	10
5.	What are the key stages in New Product Development (NPD). How does the Resource-Based Theory relate to NPD?	5+5	10
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	10