18035

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – MBA(HM)-2024
Course Name – Healthcare Innovation & Entrepreneurship
Course Code - MHM30118
(Semester III)

Full Marks : 60 **Time : 2:30 Hours**

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A
(Multiple Choice Type Question) 1 x 15=15

1. *Choose the correct alternative from the following :*

(i) Which of the following is a major challenge faced by the Indian healthcare system?
a) Overfunding b) Surplus of doctors
c) Lack of access in rural areas d) Free insurance for all

(ii) The Ayushman Bharat scheme in India infers to provide:
a) Employment to doctors b) Free diagnostic services
c) Health insurance for the poor d) Free education

(iii) Assume from the following the core principle of design thinking.
a) Cost efficiency b) Human-centered approach
c) Government-led policies d) Data analytics only

(iv) Outline the primary method for conducting market research in the healthcare sector.
a) Random storytelling b) Literature review only
c) Surveys and focus groups d) Cooking classes

(v) Choose the policy that can impact healthcare entrepreneurship in India.
a) Ayushman Bharat b) GST
c) Sarva Shiksha Abhiyan d) Startup India

(vi) From the following options, select the opportunity in healthcare entrepreneurship.
a) Rising chronic diseases b) Decreasing internet use
c) Fewer insurance plans d) Reduced mobile penetration

(vii) A cross-functional startup team should ideally summarized with members of:
a) Only clinical backgrounds b) Marketing and finance only
c) Clinical, technical, and business domains d) Legal and regulatory teams only

(viii) Identify the primary purpose of a Minimum Viable Product (MVP) in healthcare from the following options.
a) Secure intellectual property b) Test the product on real patients
c) Launch a final market-ready version d) Validate product-market fit with minimal resources

(ix) In healthcare startups, co-founders should ideally have complementary skills to support:

a) Cost minimization
b) Innovation subsidies
c) Balanced decision-making
d) Elimination of competition

(x) Which of the following is NOT a function of a DIC?

a) Issuing trade licenses
b) Entrepreneurial training
c) Assistance in project preparation
d) Market support for MSMEs

(xi) Show the location of the headquarters of NSIC from the following:

a) Mumbai
b) Chennai
c) New Delhi
d) Kolkata

(xii) Choose the ministry that handles MSME policy in India from the given options.

a) Ministry of MSME
b) Ministry of Industry
c) Ministry of Commerce
d) Ministry of Skill Development

(xiii) Which type of banks are considered institutional sources of finance?

a) Money lenders
b) Nationalized Banks
c) Relatives
d) NGOs

(xiv) Angel investors typically outlines:

a) Debt capital
b) Small bank loans
c) Equity capital in early stages
d) Government subsidies

(xv) The PMEGP scheme is simplified as:

a) Prime Minister's Economic Growth Plan
b) Prime Minister Employment Generation Programme
c) People's Micro-Enterprise Growth Programme
d) Permanent Micro Employment Guarantee Plan

Group-B

(Short Answer Type Questions) 3 x 5=15

2. Estimate the major challenges faced by MSMEs in India. (3)
3. How does the global healthcare industry differ from India's healthcare system? (3)
4. Illustrate the importance of market research in the healthcare sector. (3)
5. Explain the ways venture capital funding support healthcare startups. (3)
6. Explain the purpose of the Rajeev Gandhi Udyami Mitra Yojana (RUGMY). (3)

OR

Determine the services are provided by District Industries Centers (DICs). (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. What is the main objective of District Industries Centre (DIC)? (5)
8. What are non-institutional sources of finance for healthcare entrepreneurs? (5)
9. Explain the impact of COVID-19 on healthcare innovation and startup activity in India. (5)
10. Recommend a successful Indian healthcare startup and explain the problem it solves. (5)
11. Analyze the ways healthcare entrepreneurs can recognize unmet needs and convert them into viable business opportunities. (5)
12. Plan an idea in such a way that a healthcare startup validate its business idea before full-scale launch. (5)

OR

Discuss the ways a Business Model Canvas can be applied to healthcare startup development. (5)

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