41430

BRAINWARE UNIVERSITY

Term End Examination 2025-2026
Programme – BBA(HM)-Hons-2023
Course Name – Healthcare Innovation and Entrepreneurship
Course Code - BHM60205
(Semester VI)

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) What percentage of India's healthcare expenses are out-of-pocket?
a) 10 percent b) 25 percent
c) 50 percent d) Over percent

(iii) Relate the correct meaning of Intrapreneurship.
a) Government entrepreneurship b) Entrepreneurship within an organization
c) Family business d) Rural entrepreneurship

(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) Show the use of SWOT analysis in healthcare entrepreneurship -
a) Train medical staff b) Diagnose patients
c) Assess strengths, weaknesses, opportunities, and threats d) Increase patient inflow

(vi) Show the trend that is currently influencing the healthcare sector from the following options -
a) Telemedicine and AI integration b) Decline in digital health
c) Rise in traditional healers d) Reduced use of health insurance

(vii) Choose from the following the most critical during the early stage of a healthcare startup.
a) Global expansion b) Team formation
c) Revenue diversification d) Mergers and acquisitions

(viii) Choose the tool that is commonly used for healthcare startup idea validation.

a) Lean Canvas
b) SWOT Analysis
c) Balanced Scorecard
d) McKinsey 7S Model

(ix) A cross-functional start-up team should ideally be 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

(x) From the following options, show the main objective of a District Industries Centre (DIC).

a) Attract foreign direct investment
b) Promote heavy industries
c) Support and promote small and medium enterprises at the district level
d) Regulate consumer prices

(xi) Select the body that coordinates the activities of DICs across various districts.

a) RBI
b) SIDBI
c) State Directorate of Industries
d) Ministry of Corporate Affairs

(xii) Identify the function designed by DIC.

a) Financial auditing agency
b) Nodal point for setting up industries
c) Regulatory body
d) Export authority

(xiii) Relate from the following that is a non-institutional source of finance.

a) Angel Investors
b) Venture Capitalists
c) Own Savings
d) Co-operative Banks

(xiv) Angel investors typically outlines:

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

(xv) Venture capitalists interpret primarily in:

a) Real estate
b) Early-stage high-growth companies
c) Agriculture
d) Non-profit organizations

Group-B

(Short Answer Type Questions) 3 x 5=15

2. List down the ways the start-up 'Practo' contributed to healthcare innovation. (3)
3. Explain the significance of trend analysis in healthcare entrepreneurship. (3)
4. Construst a short note on the importance of team formation in building a healthcare startup. (3)
5. Develop a short note on the objectives of the National Small Industries Corporation (NSIC). (3)
6. Explain the ways cooperative banks and nationalized banks support entrepreneurs. (3)

OR

Explain the purpose of the Rajeev Gandhi Udyami Mitra Yojana (RUGMY), 2008. (3)

Group-C

(Long Answer Type Questions) 5 x 6=30

7. What challenges are commonly faced by entrepreneurs while starting a new venture? (5)
8. Explain the role of market research in the healthcare sector and the way it supports informed decision-making. (5)
9. Construct a short note on the ways a Business Model Canvas can be applied to healthcare start-up development. (5)
10. Justify your answer by marking the contribution of DICs to employment generation in semi-urban and rural India. (5)
11. Evaluate the role of the National Small Industries Corporation (NSIC) in facilitating marketing support to MSMEs. (5)
12. Explain the significance of scheduled banks in providing structured financial services to entrepreneurs in India. (5)

OR

Estimate the roles of MSME in facilitating access to finance and entrepreneurship development in India. (5)