

JK Lakshmipat University Jaipur
INSTITUTE OF MANAGEMENT

Backlog End Term Examination, May 2025
BBA 2024-25

Roll No.....

ED1110: Creativity and Innovation

Time: 2 hours

Max. Marks: 30

Instructions to students:

1. Do not write anything other than your roll number on question paper.
 2. Mention all the assumptions for your answers clearly.
 3. **Attempt all the questions.**
-

- Q. 1 i. A university is experiencing low student participation in extracurricular activities and club events. 5.0 + 5.0
(LO1,4)
- Using the Six Thinking Hats model, analyze the possible reasons for this issue and suggest strategies to increase student engagement and involvement.

- ii. Differentiate between Manager, Entrepreneur and Intrapreneur.

- Q. 2 BigBasket was one of the first companies in India to make it easy for people to buy groceries online. It offered a large variety of products, from fresh fruits and vegetables to household items, and allowed customers to choose a time slot for delivery. This made grocery shopping more convenient than going to a physical store. 10.0
(LO1,2,5)

However, even though BigBasket was successful in the beginning, some problems remained for customers. People often had to wait several hours or even a whole day for their groceries to arrive because deliveries were not instant. If someone needed something quickly, BigBasket could not help. Also, sometimes scheduled deliveries were delayed or missed, which caused frustration.

These issues opened the door for new companies to offer faster solutions. Blinkit entered the market by promising much quicker delivery sometimes in just 10 to 20 minutes. This idea of instant delivery solved the main problems that BigBasket couldn't fix and helped Blinkit become popular very quickly.

Compare BigBasket and Blinkit in the online grocery delivery market and answer the following questions:

- i. What type of innovation does Blinkit represent, and how did it address the shortcomings of BigBasket?
- ii. In your view, is Blinkit's innovation sustainable in the long run? Apply your entrepreneurial thinking to recommend strategies Blinkit could adopt to ensure long-term success.

Varun and Ghazal Alagh, the founders of Mamaearth, represent modern entrepreneurship driven by purpose and innovation. Concerned about the lack of safe, toxin-free baby care products in India, they launched Mamaearth in 2016 under Honasa Consumer Pvt. Ltd., focusing on natural, eco-friendly ingredients.

Mamaearth quickly stood out in the competitive personal care market by offering toxin-free, certified-safe products. The brand's focus on consumer concerns like health, the environment, and transparency helped build trust. Their direct-to-consumer (D2C) model allowed for close customer interaction, enabling feedback and constant improvement.

Despite challenges such as competing with global brands and navigating product certification, Varun and Ghazal's clear vision and customer-first approach led Mamaearth to rapid success. They expanded into skincare, haircare, and wellness, attracting environmentally-conscious millennials and Gen Z consumers.

By 2022, Mamaearth became one of India's fastest-growing personal care brands and filed for an IPO. Their growth was driven by strong digital marketing, influencer partnerships, and sustainability efforts, like planting a tree for every order placed. Mamaearth's success shows that purpose-driven businesses can be both impactful and profitable.

Varun and Ghazal's leadership, focused on empathy, innovation, and social responsibility, has redefined India's personal care market. Their journey proves that identifying real problems and staying true to your values can inspire businesses that achieve both success and positive impact.

- i. Identify the core problem that led to the founding of Mamaearth. How did the founders turn this problem into a business opportunity?
- ii. Define the type of entrepreneur Varun and Ghazal Alagh are and discuss their common entrepreneurial characteristics.

All the best!