

JK Lakshmipat University Jaipur
INSITUTUE OF MANAGEMENT
INSTITUTE OF ENGINEERING AND TECHNOLOGY

End Term Examination, December 2025

BBA, B.Tech., BCA 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.**

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- Q1. Westside, owned by the Tata Group, is a well-known fashion retail brand offering stylish and high-quality apparel for urban, middle to upper-middle-class consumers. It focuses on creating a premium shopping experience with elegant store layouts, curated collections, and a strong emphasis on design and comfort. Over time, Tata identified a growing demand among young and price-conscious consumers for trendy yet affordable fashion. To cater to this market, Tata launched Zudio, a brand that offers fashionable clothing at lower prices. Zudio's strategy focuses on cost efficiency, quick stock rotation, and minimal store décor, allowing it to maintain affordability while keeping up with changing fashion trends. This approach made Zudio highly popular, especially among college students and customers in Tier-2 and Tier-3 cities. Compare both and answer the following questions: 10.0
(LO1,2,5)
- i. What type of innovation does Zudio represent, and how did it address the limitations of Westside?
 - ii. Do you think Zudio's innovation strategy is sustainable in the long run? Apply your entrepreneurial thinking to suggest ways Tata can ensure both Westside and Zudio continue to grow and complement each other in the fashion retail market.
- Q2. A group of five friends decide to start their own ventures after completing their university program. Each follows a different entrepreneurial path. Eriya launches an eco-friendly fashion line using waste fabric and keeps experimenting with her designs and business model. Samriddhi opens kiosks offering affordable, healthy snacks and focuses on slow, steady growth. Nehal joins her family's textile business and modernizes it through e-commerce and social media marketing. Komal develops a mobile app connecting freelancers with short-term gigs, attracting investors and expanding rapidly. Ishita starts a small printing shop to serve local needs, preferring stable income over large-scale growth. 5.0
(LO1,4)
- Based on the given situation, identify the type of entrepreneur each one represents and justify your answer with suitable reasons.

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| Q3. | Differentiate between Manager, Entrepreneur and Intrapreneur. | 5.0
(LO1) |
| Q4. | Differentiate between creativity and innovation in the context of entrepreneurship and support your answer with suitable examples. | 5.0
(LO3) |
| Q5. | Read the following two entrepreneurial ideas carefully and create a detailed customer persona for each idea. | 5.0
(LO1,4) |
| | i. An app that suggests recipes based on what's in the fridge. | |
| | ii. A start-up of duty-free cafés offering quiet spaces, Wi-Fi, and snacks for students to study and collaborate. | |
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All the best!