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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: V -THEORY EXAMINATION (2023 - 2024)

Subject: Entrepreneurship Development and IPR

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C**. It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION-A

20

1. Attempt all parts:-

1-a. The primary focus of entrepreneurship. (CO1)

1

- (a) Profit-making
- (b) Social responsibility
- (c) Employee development
- (d) Resource conservation

1-b. This type of entrepreneurs are driven by the need to solve a pressing social or environmental issue. (CO1)

1

- (a) Lifestyle entrepreneurs
- (b) Corporate entrepreneurs
- (c) Social entrepreneurs
- (d) Serial entrepreneurs

1-c. E in SCAMPER stands for : (CO2)

1

- (a) Eliminate
- (b) Easy
- (c) Error
- (d) Elaborate

1-d. This is an idea generation technique.(CO2)

1

- (a) Force Field Analysis
- (b) Attribute Listing

- (c) Scamper
(d) All of these.
- 1-e. The oldest form of business organization is _____. (CO3) 1
(a) Partnership
(b) Sole proprietorship
(c) Joint stock company
(d) Co-operative undertaking
- 1-f. Every entrepreneur should draw an _____ for his project to ensure the timely completion of all activities involved in setting up an enterprise. (CO3) 1
(a) Cost structure
(b) Implementation plan
(c) Market structure
(d) Production structure
- 1-g. A Scheme for Promoting Innovation and Rural Entrepreneurship. (CO4) 1
(a) PMKVY
(b) PMMY
(c) PMEGP
(d) ASPIRE
- 1-h. DIC is headed by General Manager in the rank of _____. (CO4) 1
(a) Joint Director of industries.
(b) Assistant Director of industries.
(c) Non-departmental officer.
(d) Departmental officer.
- 1-i. The abbreviation IP denotes _____. (CO5) 1
(a) Intellectual people
(b) Intellectual property
(c) Intangible product
(d) All of these
- 1-j. Every patent will be valid for 20 years from date of : (CO5) 1
(a) filling of application.
(b) date of invention.
(c) date of issue of patent.
(d) none of these.

2. Attempt all parts:-

- 2.a. List two traits commonly associated with successful entrepreneurs. (CO1) 2
2.b. Quote an example of idea inspired by market trends.(CO2) 2
2.c. Discuss the Importance of Business Plan for an Entrepreneurial Venture. (CO3) 2
2.d. Define crowd funding. (CO4) 2

2.e.	Define the term Intellectual Property Rights. (CO5)	2
SECTION-B		30
3. Answer any <u>five</u> of the following:-		
3-a.	Explain the key competencies and traits that are essential for a successful entrepreneur. (CO1)	6
3-b.	Elaborate on the various categories or classifications of entrepreneurs and how they differ in terms of motivation and goals. (CO1)	6
3-c.	Elucidate on strategies that entrepreneurs can employ to stay ahead in a competitive business landscape. (CO2)	6
3-d.	Explain the role of mergers and acquisitions in revival of a business unit. (CO2)	6
3.e.	Explain the factors that determine Business ownership. (CO3)	6
3.f.	"Government aids have proved to be a catalytic agent in promoting entrepreneurship in small scale sector." Highlight the significance of the above statement. (CO4)	6
3.g.	Define various types of intellectual property. (CO5)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
4-a.	Describe the key components of an effective entrepreneurial development program and how they support the growth of entrepreneurs. (CO1)	10
4-b.	Compare and contrast the scope of entrepreneurship in developed and emerging economies, considering their unique challenges and opportunities.(CO1)	10
5. Answer any <u>one</u> of the following:-		
5-a.	Discuss the various methods of idea generation.(CO2)	10
5-b.	Discuss test marketing and give its importance.(CO2)	10
6. Answer any <u>one</u> of the following:-		
6-a.	Identify and explain the various reasons for the huge growth of the service sector in India. (CO3)	10
6-b.	Explain Feasibility Analysis. Discuss the various types of feasibility and their relevance.(CO3)	10
7. Answer any <u>one</u> of the following:-		
7-a.	Comment on the importance of MSME policy of Government of India.(CO4)	10
7-b.	Discuss the causes of sickness in small industries.(CO4)	10
8. Answer any <u>one</u> of the following:-		
8-a.	Explain the importance of intellectual property rights (IPR) in promoting innovation and creativity.(CO5)	10
8-b.	You have written a book. Explain the IPR which can protect your content. Can anybody else reproduce your content without your permission? Give reasons.(CO5)	10