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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA

SEM: II - CARRY OVER THEORY EXAMINATION (2020 - 2021)

Subject: Entrepreneurship Development

Time: 03:00 Hours

Max. Marks: 100

General Instructions:

- All questions are compulsory. It comprises of three Sections A, B and C.
- Section A - Question No- 1 is objective type question carrying 1 mark each & Question No- 2 is Very short type questions carrying 2 marks each.
- Section B - Question No- 3 is Long answer type - 1 questions carrying 6 marks each.
- Section C - Question No- 4 to 8 are Long answer type -2 questions carrying 10 marks each.

SECTION A

20

1. Attempt all parts:-

- | | | |
|------|--|---|
| 1-a. | The innovation theory of entrepreneurship was given by | 1 |
| | <ol style="list-style-type: none"> 1. Frank Knight 2. Alfred Marshall 3. Joseph Schumpeter 4. Maslow | |
| 1-b. | An individual who starts, creates and manages a new business can be called _____. | 1 |
| | <ol style="list-style-type: none"> 1. A leader 2. A manager 3. A professional 4. An entrepreneur | |
| 1-c. | What protects the intellectual property created by artists? | 1 |
| | <ol style="list-style-type: none"> 1. Copyright 2. Patents 3. Trademarks 4. Trade secrets | |
| 1-d. | The term 'Intellectual Property Rights' covers | 1 |
| | <ol style="list-style-type: none"> 1. Copyrights 2. Know-how 3. Trade dress 4. All of the above | |
| 1-e. | A business where an individual is both the owner and conductor of the business affairs is | 1 |

called_____

1. Sole Proprietorship
2. Partnership
3. Corporation
4. None of the above

1-f. Banks are usually reluctant to give loan to the 1

1. Private Limited Companies
2. Partnership Firm
3. Public Limited Company
4. Sole Proprietor

1 For a new venture business plan is important because _____. 1

1. It helps to persuade others to commit funding to the venture.
2. Can help demonstrate the viability of the venture.
3. Provides a guide for business activities by defining objectives.
4. All the above.

1 _____ is a problem -solving technique designed to produce numerous ideas in a short period 1

1. Synectics.
2. Delphi technique.
3. Brain storming.
4. Nominal group technique.

1-i. IFCI stands for_____. 1

1. Industrial finance corporation of India.
2. Institutional finance corporation of India.
3. Industrial funding corporation of India.
4. Indian finance corporation and institution.

1-j. Large investment is made in fixed assets, the project will be termed as _____. 1

1. Capital Intensive.
2. Labour Intensive.
3. Product Intensive.
4. Market Intensive

2. Attempt all parts:-

2.a. Define Entrepreneurship? 2

2.b. Write short note on benefits of patent. 2

2.c. Discuss the various components of a business plan. 2

2.d. Define brainstorming? 2

2.e. Discuss about various government schemes related to startups. 2

SECTION B

30

3. Answer any five of the following-

3	Discuss the qualities of a successful entrepreneur.	6
3	Classify entrepreneurs based on technology.	6
3-c.	Explain the importance and protection of IPR.	6
3-d.	Discuss any three types of IPR with examples?	6
3	Describe the steps involved in launching a new business? Explain in detail?	6
3	Discuss the various methods of idea generation?	6
3	Entrepreneurship development is a process of growing entrepreneurs? Explain.	6

SECTION C

4.	Answer any <u>one</u> of the following-	
4	‘Entrepreneurs are made not born’. Discuss	10
4	Discuss the need and importance of entrepreneurship development programs.	10
5.	Answer any <u>one</u> of the following-	
5	Explain Intellectual Property Rights (IPR)? What are the different types of IPR?	10
5	“ IPR play an important role in the electronics industry”. Explain in terms of growing technology, how IPR can be used to protect them.	10
6.	Answer any <u>one</u> of the following-	
6-a.	List the components of Project Report and Explain.	10
6-b.	Describe in detail the business planning process.	10
7.	Answer any <u>one</u> of the following-	
7-a.	Define Rural Entrepreneurship ? What is the need and importance of this concept in Indian context?	10
7-b.	Discuss SCAMPER technique?	10
8.	Answer any <u>one</u> of the following-	
8-a.	Discuss the government policies for promotion of small scale industries.	10
8-b.	Describe the types of financial institutions and the types of financial support do they provide to small scale industries?	10