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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)**

MBA

SEM: II - THEORY EXAMINATION (2022-2023)

Subject: Entrepreneurship Development

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 innovation theory of entrepreneurship was given by_____. (CO1) | 1 |
| | (a) Frank Knight | |
| | (b) Alfred Marshall | |
| | (c) Joseph Schumpeter | |
| | (d) Maslow | |
| 1-b. | One of the following is alternatively called corporate venturing. (CO1) | 1 |
| | (a) Entrepreneurship | |
| | (b) Intrapreneurship | |
| | (c) Act of stating a new venture | |
| | (d) Offering new products by an existing company | |
| 1-c. | _____ protects the intellectual property created by inventors. (CO2) | 1 |
| | (a) Copyright | |
| | (b) Patents | |
| | (c) Trademarks | |

- (d) Trade secrets
- 1-d. Symbol of Maharaja of Air India is ____. (CO2) 1
- (a) Copyright
 - (b) Patent
 - (c) Trademark
 - (d) All of the above
- 1-e. The _____ plan shows whether the business is feasible or not. (CO3) 1
- (a) Financial
 - (b) Business
 - (c) Economic
 - (d) Marketing
- 1-f. A business where an individual is both the owner and conductor of the business affairs is called _____. (CO3) 1
- (a) Sole Proprietorship
 - (b) Partnership
 - (c) Corporation
 - (d) None of the above
- 1-g. _____ can be defined as a specifically evolved work plan designed to achieve a specific objective within a specific period of time. (CO4) 1
- (a) Idea generation.
 - (b) Opportunity Scanning.
 - (c) Project.
 - (d) Strategy.
- 1-h. Business risks can be _____. (CO4) 1
- (a) avoided.
 - (b) reduced.
 - (c) ignored.
 - (d) erased.
- 1-i. Small businesses are important to a country's economy because: (CO5) 1
- (a) They give an outlet for entrepreneurs.
 - (b) They can provide specialist support to larger companies.
 - (c) They can be innovators of new products.
 - (d) All the above.

- 1-j. To provide financial assistance to entrepreneurs the government has set up a number of _____. (CO5) 1
- (a) financial advisors.
 - (b) financial intermediaries.
 - (c) Industrial estates.
 - (d) financial institutions.

2. Attempt all parts:-

- 2.a. Discuss the various reasons for Entrepreneurial failure. (CO1) 2
- 2.b. Define intellectual property rights. (CO2) 2
- 2.c. Enumerate two elements of a business plan. (CO3) 2
- 2.d. Explain idea generation. (CO4) 2
- 2.e. Discuss the motive of government behind "Skill India Mission". (CO5) 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Discuss the qualities of an entrepreneur. (CO1) 6
- 3-b. In the Indian context, explain the specific role that entrepreneurship has fulfilled in the economic development of the country. (CO1) 6
- 3-c. Discuss the benefits of geographical indications also give any five examples of GI. (CO2) 6
- 3-d. Describe trade secrets also narrate the importance of trade secrets. (CO2) 6
- 3.e. State the procedure for a start-up to float an IPO. (CO3) 6
- 3.f. Explain SCAMPER. (CO4) 6
- 3.g. Discuss the functions of SIDBI. (CO5) 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. 'Entrepreneurs are made not born'. Discuss. (CO1) 10
- 4-b. Describe the qualities and characteristics of any entrepreneur who is your role model as a businessman. Also explain what motivated him to become an entrepreneur. (CO1) 10

5. Answer any one of the following:-

- 5-a. "Unfair practices of business generally occur due to the mal practices of patent and IPR". Discuss with suitable examples. (CO2) 10
- 5-b. List the various steps taken by the government of India for effective 10

enforcement of IPR. (CO2)

6. Answer any one of the following:-

- 6-a. "Feasibility studies are an excellent tool for ensuring the success of a new project." Elaborate the statement. (CO3) 10
- 6-b. Elaborate on the essentials of a project proposal. Write one such proposal for starting a business of detergent with an initial investment on 100000 rupees. (CO3) 10

7. Answer any one of the following:-

- 7-a. Differentiate between brainstorming and focus groups. Give suitable examples explaining how they are used. (CO4) 10
- 7-b. Discuss SWOT. Do SWOT analysis for a company in the textile industry. (CO4) 10

8. Answer any one of the following:-

- 8-a. List the various sources of finance for entrepreneurs in India. Describe the features of these sources. (CO5) 10
- 8-b. Discuss the government policies for promotion of small scale industries. (CO5) 10

2022-23 Jan - Jun