

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: II - THEORY EXAMINATION (2023 - 2024)

Subject: Entrepreneurial Eco-System

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. | Characteristics of Entrepreneurship (CO1)                     | 1 |
|      | (a) Only risk-taking  |   |
|      | (b) Only innovation   |   |
|      | (c) Risk-taking, Innovation, Proactiveness                    |   |
|      | (d) Only proactiveness  |   |
| 1-b. | Evolution of Entrepreneurship (CO1)                           | 1 |
|      | (a) Sudden development  |   |
|      | (b) Random emergence  |   |
|      | (c) Development through history                               |   |
|      | (d) Quick growth  |   |
| 1-c. | Business Models in strategy refer to (CO2)                    | 1 |
|      | (a) Simple operation  |   |
|      | (b) Framework for creating value                              |   |
|      | (c) just a plan   |   |
|      | (d) General idea  |   |
| 1-d. | Resource-Based Strategies involve (CO2)                       | 1 |
|      | (a) Only external resources                                   |   |
|      | (b) Ignoring resources  |   |
|      | (c) Utilizing internal resources for competitive advantage    |   |
|      | (d) Using random resources                                    |   |
| 1-e. | Schematic of the New Venture's Environment involves (CO3)     | 1 |
|      | (a) Only political factors                                    |   |
|      | (b) Visualization of various factors impacting a new business |   |

- (c) Only market factors
- (d) Ignoring external environment
- 1-f. Processes of Business Environment Analysis include (CO3) 1
- (a) Ignoring environment
- (b) Identifying and evaluating external and internal factors
- (c) Random guesses
- (d) Only external factors
- 1-g. Preparing for the new venture launch involves (CO4) 1
- (a) Ignoring funding
- (b) Only marketing
- (c) Planning, market research, securing funding
- (d) Only operations
- 1-h. Importance and benefits of Venture Capital include (CO4) 1
- (a) Only expertise
- (b) Only small amounts of capital
- (c) Ignoring expertise
- (d) Access to large amounts of capital and expertise
- 1-i. Institutions supporting small business enterprises at the central level include (CO5) 1
- (a) State Financial Corporation (SFCs)
- (b) Technical Consultancy Organisation (TCO)
- (c) Small Industries Service Institute (SISI)
- (d) National Small Industries Corporation (NSIC)
- 1-j. District Industries Centres (DICs) provide (CO5) 1
- (a) Ignoring local industrial development
- (b) Only consultancy
- (c) Support for local industrial development
- (d) Only financial support
2. Attempt all parts:-
- 2.a. Discuss two key features that distinguish entrepreneurs from non-entrepreneurs.(CO1) 2
- 2.b. Define two key characteristics of a successful business model. (CO2) 2
- 2.c. Identify two key elements in the process of business environment analysis. (CO3) 2
- 2.d. Identify two strategies commonly used for new venture expansion.(CO4) 2
- 2.e. Describe the primary role of District Industries Centres (DICs) in supporting small businesses. (CO5) 2

## SECTION B

**30**

3. Answer any five of the following:-

- 3-a. Discuss the various types of entrepreneurs and provide examples of each type. (CO1) 6
- 3-b. Examine the stages involved in the entrepreneurial process and their significance. (CO1) 6
- 3-c. Analyze how resource-based strategies contribute to competitive advantage. (CO2) 6
- 3-d. Explore how industry environments influence strategic decision-making in businesses. (CO2) 6

- |      |   |   |
|------|---|---|
| 3.e. | Discuss the role of macroeconomic factors in influencing business strategies and decisions. (CO3) | 6 |
| 3.f. | Explore different sources of investment available for startups and their pros and cons. (CO4)     | 6 |
| 3.g. | Evaluate the financial support mechanisms provided by SFCs to small enterprises. (CO5)            | 6 |

**SECTION C**

**50**

4. Answer any one of the following:-

- |      |   |    |
|------|---|----|
| 4-a. | Explain the role of the Entrepreneur in the Economic Development? (CO1) | 10 |
| 4-b. | List out some of the famous different women entrepreneurs (CO1)         | 10 |

5. Answer any one of the following:-

- |      |   |    |
|------|---|----|
| 5-a. | Discuss the application of resource-based strategies in achieving and sustaining competitive advantage. (CO2) | 10 |
| 5-b. | Evaluate how information rules influence strategic choices in technology-driven industries. (CO2)             | 10 |

6. Answer any one of the following:-

- |      |  |    |
|------|--|----|
| 6-a. | Evaluate the role of political and governmental influences in shaping the strategic direction of new ventures. (CO3) | 10 |
| 6-b. | Examine how technological changes can create both opportunities and threats for new businesses. (CO3)                | 10 |

7. Answer any one of the following:-

- |      |  |    |
|------|--|----|
| 7-a. | Explain the role of the Central government in helping new venture? (CO4) | 10 |
| 7-b. | Explain different subsidies and grants for the the new venture? (CO4)    | 10 |

8. Answer any one of the following:-

- |      |  |    |
|------|--|----|
| 8-a. | Discuss how IDCs contribute to the economic development of states through industrial promotion. (CO5)              | 10 |
| 8-b. | Discuss the strategic importance of SSIDCs in fostering the growth and development of small scale industries.(CO5) | 10 |

REG. MAY 2024