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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow

MBA

FIRST YEAR (SEMESTER-II) THEORY EXAMINATION (2020-2021)

(Subjective Type)

Subject Code: AMBA0203

Subject: Entrepreneurship Development

Max. Mks. : 30

Time : 50 Minutes

General Instructions:

All questions are compulsory.

Question No. 1 to 15 are subjective type question carrying 3 marks each. Attempt any 10 out of 15 questions.

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty
1	How does an entrepreneur contribute to the economy and to the society ?		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
2	Define entrepreneurship.		Attempt any 10 questions	10 x 3=30	3		Subjective	Smart
3	Define corporate entrepreneurship.		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
4	Define intellectual property rights.		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
5	Explain trade mark with examples.		Attempt any 10 questions	10 x 3=30	3		Subjective	Genius
6	Discuss trade secrets with an example.		Attempt any 10 questions	10 x 3=30	3		Subjective	Smart
7	Explain marketing plan.		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
8	Define feasibility for a business.		Attempt any 10 questions	10 x 3=30	3		Subjective	Smart

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty
9	Explain product testing.		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
10	Define brainstorming technique of idea generation.		Attempt any 10 questions	10 x 3=30	3		Subjective	Smart
11	Define commercialization.		Attempt any 10 questions	10 x 3=30	3		Subjective	Smart
12	“Is it necessary to work on the idea before implementing?”. Comment.		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant
13	Explain the work of District Industry Center (DIC) .		Attempt any 10 questions	10 x 3=30	3		Subjective	Genius
14	Explain small scale industries(SSi) and their importance for a nation.		Attempt any 10 questions	10 x 3=30	3		Subjective	Smart
15	Explain crowd funding with a suitable example.		Attempt any 10 questions	10 x 3=30	3		Subjective	Brilliant