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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET BUSINESS SCHOOL,  
GREATER NOIDA**

(An Autonomous Institute Affiliated to AKTU, Lucknow)

**PGDM**

**TRIMESTER: II - THEORY EXAMINATION (2024-2025)**

**Subject: Innovation Entrepreneurship Development**

Time: 2.5 Hours

Max. Marks: 60

**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**

15

1. Attempt all parts:-

- |      |  |   |
|------|--|---|
| 1-a. | An individual who identifies opportunities, takes risks, and creates a business venture is known as (CO1,K2):      | 1 |
|      | (a) Manager<br>(b) Intrapreneur<br>(c) Entrepreneur<br>(d) Investor  |   |
| 1-b. | The introduction of new ideas, products, or processes to improve efficiency or effectiveness is known as (CO2,K2): | 1 |
|      | (a) Imitation<br>(b) Innovation<br>(c) Standardization<br>(d) Regulation   |   |
| 1-c. | A method commonly used for evaluating business opportunities is (CO3,K2):  | 1 |
|      | (a) SWOT analysis<br>(b) Guesswork<br>(c) Following competitors blindly<br>(d) Relying on intuition alone          |   |
| 1-d. | Government policies aid entrepreneurship by (CO4,K2):  | 1 |

- (a) Increasing tax rates on new businesses
  - (b) Providing infrastructure, grants, and legal support
  - (c) Restricting foreign investments in startups
  - (d) Limiting market entry for new businesses
- 1-e. A major financial challenge for startups often involves (CO5, K2): 1
- (a) Easy access to unlimited capital
  - (b) High profitability from the beginning
  - (c) Difficulty in securing funding sources
  - (d) Government-sponsored guaranteed profits

2. Attempt all parts:-

- 2.a. Define the term entrepreneur (CO1, K1). 2
- 2.b. List two key characteristics of innovation (CO2, K1). 2
- 2.c. Mention two common sources for identifying entrepreneurial opportunities(CO3, K2). 2
- 2.d. Name two benefits of bootstrapping for early-stage startups(CO4,K2). 2
- 2.e. Highlight two personal qualities essential for overcoming entrepreneurial challenges( CO5,K2). 2

## **SECTION-B**

15

3. Answer any three of the following:-

- 3-a. Define an entrepreneur and explain their significance in business(CO1,K2). 5
- 3-b. Elaborate on its key characteristics of innovation (CO2, K2). 5
- 3-c. Explain different tools and techniques used to identify business opportunities(CO3,K2). 5
- 3-d. Discuss key components of the entrepreneurial ecosystem (CO4,K2). 5
- 3.e. Identify key obstacles entrepreneurs encounter while launching a business (CO5,K2). 5

## **SECTION-C**

30

4. Answer any one of the following:-

- 4-a. Describe the major functions performed by entrepreneurs in different industries (CO1,K2). 6
- 4-b. Explain the stages involved in the entrepreneurial decision-making process with real-world examples (CO1,K2). 6

5. Answer any one of the following:-

- 5-a. Analyze various types of innovation with real-world examples (CO2,K4). 6
- 5-b. Describe internal and external barriers that affect innovation in organizations (CO2,K2). 6

6. Answer any one of the following:-

- 6-a. Explain various sources of business opportunities with examples (CO3,K2). 6

- 6-b. Compare different types of feasibility studies with relevant examples (CO3,K4). 6
7. Answer any one of the following:-
- 7-a. Analyze the major functions of business incubators in supporting new ventures (CO4,K4). 6
- 7-b. Evaluate the role of government policies in fostering entrepreneurship (CO4,K5). 6
8. Answer any one of the following:-
- 8-a. Elaborate on financial, operational, and strategic challenges entrepreneurs commonly experience (CO5,K4). 6
- 8-b. Discuss the evolution of digital transformation and its effects on entrepreneurship (CO5,K2). 6

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