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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

B.Tech

SEM: VII - THEORY EXAMINATION (2024 - 2025)

Subject: Entrepreneurship Development and IPR

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**

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1. Attempt all parts:-

- 1-a. _____ theory is associated with entrepreneurial motivation and the need for achievement.(CO1) (K1) 1
- (a) Maslow's Hierarchy of Needs
- (b) Herzberg's Two-Factor Theory
- (c) McClelland's Achievement Motivation Theory
- (d) Vroom's Expectancy Theory
- 1-b. The scope of entrepreneurship is _____. (CO1) (K1) 1
- (a) Limited to small businesses and startups
- (b) Limited to high-tech industries
- (c) Vast and includes a wide range of industries and activities
- (d) Limited to nonprofit organizations
- 1-c. Among the following which are not the means of generating ideas.(CO2) (K1) 1
- (a) Knowledge
- (b) Focus groups
- (c) Brainstorming
- (d) Problem Inventory Analysis
- 1-d. Needs, motivation falls under which attribute_____.(CO2) (K1) 1
- (a) Psychological Attribute
- (b) Price Attribute

- (c) Process Attributes
- (d) Social Attributes
- 1-e. Trademarks relate to _____. (CO3) (K2) 1
 - (a) Practice and knowledge acquired through experience
 - (b) The protection of proprietary information of commercial value
 - (c) The right to reproduce one's own original work
 - (d) Brand identity
- 1-f. _____ is the first step in IP management.(CO3) (K2) 1
 - (a) Identifying and evaluating potential intellectual property
 - (b) Filing for patent protection
 - (c) Commercializing the intellectual property
 - (d) Licensing the intellectual property
- 1-g. A project feasibility report primarily evaluates.(CO4) (K2) 1
 - (a) Stakeholder satisfaction
 - (b) Financial risks of the project
 - (c) Overall viability of a project
 - (d) Market competition
- 1-h. One major role of a project manager is_____.(CO4) (K1) 1
 - (a) Conducting market surveys
 - (b) Approving technical designs
 - (c) Coordinating project activities
 - (d) Overseeing marketing strategies
- 1-i. The financial statement which summarizes assets, liabilities, and equity is_____.(CO5) (K4) 1
 - (a) Income statement
 - (b) Balance sheet
 - (c) Cash flow statement
 - (d) Market survey report
- 1-j. The working capital management primarily deals with_____.(CO5) (K2) 1
 - (a) Fixed assets
 - (b) Current assets and liabilities
 - (c) Depreciation
 - (d) Long-term debt

2. Attempt all parts:-

- 2.a. Define entrepreneurship.(CO1) (K1) 2
- 2.b. Explain a prototype.(CO2) (K1) 2
- 2.c. Define international entrepreneurship. (CO3) (K2) 2
- 2.d. List the four phases of the project life cycle.(CO4) (K1) 2

2.e.	List three sources of funds commonly used in projects.(CO5) (K2)	2
SECTION-B		30
3. Answer any <u>five</u> of the following:-		
3-a.	Differentiate between an entrepreneur and an intrapreneur, highlighting their roles and contributions to organizations.(CO1) (K1)	6
3-b.	Elaborate on the various categories or classifications of entrepreneurs and how they differ in terms of motivation and goals.(CO1) (K1)	6
3-c.	Discuss how do cultural and demographic shifts impact the identification of business opportunities.(CO2) (K5)	6
3-d.	Discuss the importance of environmental scanning .(CO2) (K2)	6
3.e.	Explain Indian Patent Act, 1856 and their implementations.(CO3) (K3)	6
3.f.	Explain how Primavera P6 supports project planning and execution.(CO4) (K4)	6
3.g.	Discuss the advantages and disadvantages of equity financing for large-scale projects.(CO5) (K2)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
4-a.	Assess the challenges and advantages of being a lifestyle entrepreneur, particularly in terms of work-life balance and personal fulfillment.(CO1) (K1)	10
4-b.	Explore the factors affecting entrepreneurial development and discuss how government policies can either promote or hinder entrepreneurship.(CO1) (K2)	10
5. Answer any <u>one</u> of the following:-		
5-a.	Explain Force field association technique. (CO2) (K2)	10
5-b.	Discuss ways in which government ensure inclusivity in the entrepreneurial landscape.(CO2) (K4)	10
6. Answer any <u>one</u> of the following:-		
6-a.	Explain the term trademark and their use in marketing with help of example.(CO3) (K3)	10
6-b.	Difference between copyright and trademark. Highlight the works covered under the copyright act, 1957.(CO3) (K2)	10
7. Answer any <u>one</u> of the following:-		
7-a.	Define project management and discuss its scope with examples.(CO4) (K2)	10
7-b.	Conduct a detailed market appraisal for a new restaurant in an urban area.(CO4) (K6)	10
8. Answer any <u>one</u> of the following:-		
8-a.	Explain how environmental factors influence project funding decisions.(CO5) (K2)	10
8-b.	Compare the use of IRR and payback period in capital budgeting.(CO5) (K4)	10