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N OIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, NIET Business School GREATER NOIDA

NPGDM (Standard)

TRIMESTER-II THEORY EXAMINATION (2024-2025)

Subject: Innovation Entrepreneurship Development

Time: 2Hrs.30 min

Max. Marks:60

**General Instructions:**

**IMP:** Verify that you have received question paper with correct course, code, branch etc.

1. This Question paper comprises of three Sections -A, B, & C. It consists of Short type questions & 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. Define entrepreneurs. (CO1,K2)                       | 1 |
| 1-b. Write down the meaning of innovation. (CO2,K2)       | 1 |
| 1-c. Explain the concept of product development. (CO3,K2) | 1 |
| 1-d. Discuss business financing short term. (CO4,K2)      | 1 |
| 1-e. Define the concept of family Business. (CO5,K2)      | 1 |

2. Attempt **all** parts:-

- |   |   |
|---|---|
| 2.a. Mention the characteristics of entrepreneur.(CO1,K2)     | 2 |
| 2.b. Discuss Creativity.(CO2,K2)                              | 2 |
| 2.c. Explain product feasibility study. (CO3,K2)              | 2 |
| 2.d. Explain various sources of long-term financing. (CO4,K2) | 2 |
| 2.e Explain the sources of conflict within family. (CO5,K2)   | 2 |

**SECTION – B**

**15**

3. Answer any **three** of the following-

- |  |   |
|--|---|
| 3-a. Explain the key features that distinguish entrepreneurship from other forms of business activities.(CO1,K2) | 5 |
|--|---|

- 3-b. Discuss the significance of innovation in fostering business growth.(CO2,K2) 5
- 3-c. Identify and explain the essential components that should be included in a product feasibility study.(CO3,K2) 5
- 3-d. Outline the steps involved in preparing an effective business plan for a new venture.(CO4,K2) 5
- 3-e. Discuss the concept of a family business and its significance in the modern business landscape.(CO5,K2) 5

### SECTION – C

30

#### Case Let & Application Based

- 4. Answer any **one** of the following-
  - 4-a. Differentiate between the various categories of entrepreneurs based on their activities and objectives. (CO1,K3) 6
  - 4-b. Analyze the contribution of entrepreneurship to the growth and development of an economy.(CO1,K4) 6
- 5. Answer any **one** of the following- 6
  - 5-a. Illustrate the relationship between entrepreneurship and innovation. (CO2,K4) 6
  - 5-b. Describe various sources that contribute to the generation of new ideas. (CO2,K2) 6
- 6. Answer any **one** of the following-
  - 6-a. Analyze the challenges commonly faced during a product feasibility study and their impact on decision-making. (CO3,K4) 6
  - 6-b. Examine the limitations associated with conducting a product feasibility study and suggest ways to mitigate these challenges.(CO3,K4) 6
- 7. Answer any **one** of the following-
  - 7-a. Identify the various sources of short-term financing available for businesses and discuss their advantages.(CO4,K4) 6
  - 7-b. Examine the role of a business plan in securing external financing from banks or investors.(CO4.K4) 6
- 8. Answer any **one** of the following-
  - 8-a. Elaborate on the various types of family business structures 6

and their unique characteristics (CO5,K4)

- 8-b. Analyze the key strategies involved in managing a family business effectively.(CO5,K4) 6