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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**  
(An Autonomous Institute Affiliated to AKTU, Lucknow)

**MBA IEV**

**SEM: III - THEORY EXAMINATION (2025 - 2026)**

**Subject: Global Entrepreneurship**

**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. Market evolution is driven by \_\_\_\_\_. (CO1, K1) 1
- (a) ignoring trends
  - (b) limited customer engagement
  - (c) manual processes
  - (d) technological advancements
- 1-b. A business opportunity is best described as: .(CO1,K1) 1
- (a) A favorable condition that can be used to create value or profit
  - (b) A guaranteed way to become rich
  - (c) A government rule
  - (d) None of these
- 1-c. Successful startups often identify opportunities by \_\_\_\_\_.(CO2, K2) 1
- (a) focusing on customer pain points
  - (b) offering the lowest prices
  - (c) copying existing business models
  - (d) staying away from competition
- 1-d. The success of many startups depends on being \_\_\_\_\_.(CO2,K2) 1
- (a) restricted to a single niche
  - (b) the first to market with a product
  - (c) focused solely on technology
  - (d) at the right place at the right time
- 1-e. The global ecommerce sector has seen rapid growth due to \_\_\_\_\_.(CO3, K3) 1

- (a) increased internet penetration
  - (b) limited competition
  - (c) high operational costs
  - (d) traditional shopping trends
- 1-f. In the mobility sector, the rise of electric vehicles is a response to \_\_\_\_\_.(CO3, K2) 1
- (a) higher fuel prices
  - (b) the need for sustainable transportation
  - (c) government regulations
  - (d) increased demand for fossil fuels
- 1-g. Financial forecasting is used to \_\_\_\_\_(CO4, K4) 1
- (a) Predict future financial performance
  - (b) high operational costs
  - (c) Reduce the number of competitors
  - (d) traditional shopping methods
- 1-h. Sustainable growth strategies aims to:(CO4, K4). 1
- (a) Ensure long-term expansion while maintaining financial stability
  - (b) Reduce company size
  - (c) Focus only on domestic markets
  - (d) restricting their services to rural areas
- 1-i. A leader who motivates people from different cultural backgrounds by understanding their values and communication styles practices is known as \_\_\_\_\_:(CO5,K5). 1
- (a) Cross-cultural leadership
  - (b) Transactional leadership
  - (c) Autocratic Leadership
  - (d) None of these
- 1-j. In sectorial mapping, a business looks at \_\_\_\_\_ to identify opportunities (CO5,K5). 1
- (a) key trends and consumer needs
  - (b) company infrastructure
  - (c) regulatory requirements
  - (d) internal conflicts

2. Attempt all parts:-

- 2.a. Define Global Entrepreneurship. (CO1, K1) 2
- 2.b. List any two key factors that contributes to the success of startup. (CO2, K2) 2
- 2.c. Describe Intellectual Property Rights. (CO3 , K2) 2
- 2.d. Describe the term "Budgeting". (CO4, K4) 2
- 2.e. Describe Corporate Social Responsibility with an example. (CO5, K5) 2

**SECTION-B**

30

3. Attempt all parts:-

3.a. Answer any <u>one</u> of the following:-	
3.a.(i) Distinguish between Global and Local Entrepreneurship. (CO1, K1)	6
3.a.(ii) Describe how new technologies like blockchain are creating new business opportunities in sectors such as finance and supply chain management. (CO1, K1).	6
3.b. Answer any one of the following:-	
3.b.(i) Explain any three methods used to identify global business opportunities. Give suitable examples. (CO2 , K2)	6
3.b.(ii) Write a note on "Franchising" as an entry mode for foreign markets. (CO2, K2)	6
3.c. Answer any one of the following:-	
3.c.(i) Explain the importance of international law in global trade. Give suitable examples. (CO3, K2)	6
3.c.(ii) Describe strategic planning. Explain its importance for companies entering international markets. (CO3, K2)	6
3.d. Answer any one of the following:-	
3.d.(i) Discuss various sources of capital for international business. (CO4,K4).	6
3.d.(ii) Describe the process of developing an Idea Canvas for a new product in the eCommerce sector (CO4,K4).	6
3.e. Answer any one of the following:-	
3.e.(i) Discuss the Skills and qualities of an effective leader. (CO5, K5)	6
3.e.(ii) Describe how identifying pain points helps in creating a value proposition for a product or service in the Indian market. (CO5,K5)	6
<b><u>SECTION-C</u></b>	<b>50</b>
4. Answer any <u>one</u> of the following:-	
4-a. Describe the characteristics of Global Entrepreneurs in detail. (CO1, K1)	10
4-b. Explain how Cultural, Political, and Economic Influences shape entrepreneurship globally. (CO1, K1)	10
5. Answer any <u>one</u> of the following:-	
5-a. Discuss in detail the Entry Strategies concerning international market. (CO2, K2)	10
5-b. Explain the techniques for global market analysis in detail. (CO2, K2)	10
6. Answer any <u>one</u> of the following:-	
6-a. Explain how business model innovation, international laws, and competitive analysis together help a company succeed globally. (CO3,K2)	10
6-b. Describe some challenges companies face when doing business in international markets. How can they modify their business model to overcome these challenges? (CO3,K2)	10
7. Answer any <u>one</u> of the following:-	
7-a. Explain mergers and acquisitions (M&A). How do M&As help companies grow in global markets. (CO4,K4)	10
7-b. Describe financial controls. Justify how financial controls help international businesses manage money effectively.(CO4,K4)	10
8. Answer any <u>one</u> of the following:-	

- 8-a. Explain the role of team management in international business. How can leaders effectively manage global teams. (CO5,K5) 10
- 8-b. Explain why CSR is important for companies operating in global markets and how global leaders can promote ethical behavior and CSR within their organizations. (CO5,K5) 10

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