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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 (2025 - 2026)**

**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**

20

1. Attempt all parts:-

- 1-a. Entrepreneurship primarily focuses on \_\_\_\_\_. (CO1,K2) 1
- (a) Profit-making
- (b) Social responsibility
- (c) Employee development
- (d) Resource conservation
- 1-b. The \_\_\_\_\_ 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-c. \_\_\_\_\_ not the means of generating ideas. (CO2,K4) 1
- (a) Knowledge
- (b) Focus groups
- (c) Brainstorming
- (d) Problem Inventory Analysis
- 1-d. Name the process that involves shifting through the ideas generated and selecting ones which are feasible. (CO2,K2) 1
- (a) Feasibility Analysis
- (b) Idea Screening
- (c) Brainstorming
- (d) Innovation

- 1-e. \_\_\_\_\_ is not an Intellectual Property. (CO3,K2) 1
- (a) Land property documents
  - (b) Patents
  - (c) Copyrights
  - (d) Geographical indications
- 1-f. \_\_\_\_\_ of the following can be patented. (CO3,K4) 1
- (a) Machine
  - (b) Process
  - (c) Composition of matter
  - (d) All of these.
- 1-g. ....is the primary objective of project management. (CO4,K2) 1
- (a) To ensure stakeholder satisfaction
  - (b) To complete a project on time, within budget, and scope
  - (c) To create a detailed feasibility report
  - (d) To conduct market surveys
- 1-h. ....is responsible for ensuring the project meets its objectives. (CO4,K4) 1
- (a) Marketing team
  - (b) Project sponsor
  - (c) Project manager
  - (d) Technical team
- 1-i. The primary goal of project financing is\_\_\_\_\_. (CO5,K2) 1
- (a) Risk reduction
  - (b) Securing funds for large-scale projects
  - (c) Asset revaluation
  - (d) Tax optimization
- 1-j. The financial statement which summarizes assets, liabilities, and equity is\_\_\_\_\_. (CO5,K2) 1
- (a) Income statement
  - (b) Balance sheet
  - (c) Cash flow statement
  - (d) Market survey report
2. Attempt all parts:-
- 2.a. Discuss the importance of entrepreneurs. (CO1,K2) 2
- 2.b. Provide a review on entrepreneurial competencies . (CO2,K3) 2
- 2.c. Define the term Intellectual property rights. (CO3, K2) 2
- 2.d. Discuss the objectives of copyrights. (CO4, K2) 2
- 2.e. Define project finance and its key features. (CO5,K4) 2

**SECTION-B**

30

3. Attempt all parts:-

3.a. Answer any <u>one</u> of the following:-	
3.a.(i) Describe the significance of entrepreneurship and its role in addressing contemporary economic challenges. (CO1,K4)	6
3.a.(ii) Explain the key competencies and traits that are essential for a successful entrepreneur. (CO1,K2)	6
3.b. Answer any one of the following:-	
3.b.(i) Discuss Brain Storming. Do you think its a positive process? Elaborate. (CO2,K4)	6
3.b.(ii) Explain identification and classification of idea generation techniques. (CO2,K2)	6
3.c. Answer any one of the following:-	
3.c.(i) Explain the objectives of the intellectual property rights. (CO3, K2)	6
3.c.(ii) Define various types of intellectual property. (CO3,K4)	6
3.d. Answer any one of the following:-	
3.d.(i) Explain the meaning, scope, and importance of project management. (CO4,K2)	6
3.d.(ii) Discuss the project life cycle and its key phases with the help of an example. (CO4,K5)	6
3.e. Answer any one of the following:-	
3.e.(i) Identify and explain two types of environmental risks in project financing. (CO5,K4)	6
3.e.(ii) Discuss the advantages and disadvantages of equity financing for large-scale projects. (CO5, K4)	6
<b><u>SECTION-C</u></b>	<b>50</b>
4. Answer any <u>one</u> of the following:-	
4-a. Elaborate the challenges faced by an entrepreneurs in real world. (CO1, K4)	10
4-b. Explain differences between entrepreneur and intrapreneur with suitable illustrations. (CO1,K2)	10
5. Answer any <u>one</u> of the following:-	
5-a. Examine recent government initiatives for fostering innovative entrepreneurship. (CO2,K2)	10
5-b. Discuss Matrix and morphological analysis technique of idea generation. (CO2,K2)	10
6. Answer any <u>one</u> of the following:-	
6-a. Elaborate the patent procedure and Licencing. (CO3,K3)	10
6-b. Analyze role of IPR in promoting innovation and entrepreneurship. (CO3,K4)	10
7. Answer any <u>one</u> of the following:-	
7-a. Discuss the components of a market survey for forecasting sales.(CO4,K2)	10
7-b. Define project management and discuss its scope with examples. (CO4,K2)	10
8. Answer any <u>one</u> of the following:-	
8-a. Evaluate the role of capital budgeting in achieving long-term project sustainability. (CO5,K5)	10
8-b. Critically discuss major sources of funds and their suitability for different types of projects. (CO5, K4)	10