Printed Page:-	Subject Code:- AMBA0203			
	Roll. No:			
NOIDA INSTITUTE OF ENGINEERING A	ND TECHNOLOGY, GREATER NOIDA			
(An Autonomous Institute Aff	iliated to AKTU, Lucknow)			
MB.	A			
SEM: II - THEORY EXAM	IINATION (2021 - 2022)			
Subject: Entrepreneurship Development				
Time: 3 Hours	Max. Marks: 100			
General Instructions:				
1. The question paper comprises three sections, A, B, and	d C. You are expected to answer them as directed.			
2. Section A - Question No- 1 is 1 marker & Question N	o- 2 carries 2 marks each.			
3. Section B - Question No-3 is based on external choice	e carrying 6 marks each.			
4. Section C - Questions No. 4-8 are within unit choice of	questions carrying 10 marks each.			
5. No sheet should be left blank. Any written material af	ter a blank sheet will not be evaluated/checked.			
SECTION A	A 20			
1. Attempt all parts:-				
1-a. The innovation theory of entrepreneurship wa	as given by (CO1) 1			
(a) Frank Knight				
(b) Alfred Marshall				
(c) Joseph Schumpeter				
(d) Maslow				
1-b. The level at which an individual is viewed by	society is called: (CO1)			
(a) Financial status				
(b) Qualification				
(c) Social status				
(d) Achievement				
1-c. A trademark protects: (CO2)	1			
(a) An invention				
(b) A work of art				
(c) Logos, names and brands				
(d) A secret formula				

	portrays collective membership organisation like a trade union or	1
	professional society. (CO2)	
	(a) Service mark	
	(b) Certification mark	
	(c) Collective mark	
	(d) Trademark	
-	A business where an individual is both the owner and conductor of the business affairs is	1
,	called (CO3)	
	(a) Sole Proprietorship	
	(b) Partnership	
	(c) Corporation	
	(d) None of the above	
-	is primarily concerned with the identification, qualification and evaluation	1
,	of the project resources. (CO3)	
	(a) Techno-economic analysis	
	(b) Feasibility analysis	
	(c) Input analysis	
	(d) Financial analysis	
	is a problem -solving technique designed to produce numerous ideas in	1
	a short period. (CO4)	
	(a) Synectics.	
	(b) Delphi technique.	
	(c) Brain storming.	
	(d) Nominal group technique.	
,	The technique is based on the assumption that any situation is the result of forces for and	1
again	against the current state being in equilibrium. (CO4)	
	(a) Matrix and Morphological Analysis	
	(b) Force Field Analysis	
	(c) Attribute Listing	
	(d) Scamper	
	IFCI stands for (CO5)	1
	(a) Industrial finance corporation of India.	

	(c) Industrial funding corporation of India.	
	(d) Indian finance corporation and institution.	
1-j.	To create and promote an ecosystem of innovation and entrepreneurship across the country	1
	at school, university, research institutions, MSME and industry levels. (CO5)	
	(a) Make in India	
	(b) Startup India	
	(c) Atal innovation Mission	
	(d) STEP	
2. Atter	mpt all parts:-	
2.a.	Define an Intrepreneur. (CO1)	2
2.b.	Discuss trade secrets with an example. (CO2)	2
2.c.	Describe subsidiary company. (CO3)	2
2.d.	Define value analysis. (CO4)	2
2.e.	State the full form of DIC and highlight one of its function. (CO5)	2
	SECTION B 30	
3. Ansv	wer any <u>five</u> of the following:-	
3-a.	In the Indian context, explain the specific role that entrepreneurship has fulfilled in the	6
	economic development of the country. (CO1)	
3-b.	Discuss Peter Drucker's theory of Entrepreneurship. (CO1)	6
3-c.	Explain intellectual property rights. Discuss the need for intellectual property rights. (CO2)	6
3-d.	Differentiate between trade secrets and industry designs giving relevant examples. (CO2)	6
3.e.	Differentiate between public and private limited company. (CO3)	6
3.f.	Discuss force field analysis. (CO4)	6
3.g.	Discuss the causes of sickness in small industries. (CO5)	6
	SECTION C 50	
4. Ansv	wer any <u>one</u> of the following:-	
4-a.	'Entrepreneurs are made not born'. Discuss. (CO1)	10
4-b.	Explain the entrepreneurial decision making process. Discuss the different entrepreneurial traits. (CO1)	10
5. Ansv	wer any one of the following:-	

(b) Institutional finance corporation of India.

5-a.	Describe copyright and the works protected under copyright act. Briefly explain the process	10
	of obtaining copyright. (CO2)	
5-b.	Is the design of a handicraft maker part of Intellectual Property? Justify your answer. (CO2)	10
6. Answei	r any <u>one</u> of the following:-	
6-a.	Discuss any three forms of business ownership with the help of suitable examples. (CO3)	10
6-b.	Discuss the importance of conducting feasibility analysis. (CO3)	10
7. Answei	r any <u>one</u> of the following:-	
7-a.	Explain in detail the process of idea screening and highlight the errors in idea screening.	10
	(CO4)	
7-b.	Discuss SCAMPER technique with the help of suitable example. (CO4)	10
8. Answer	r any <u>one</u> of the following:-	
8-a.	Discuss the government policies for promotion of small scale industries. (CO5)	10
8-b.	Describe the different types of financial requirements of a business organization. Comment	10
	on the sources available to fulfill such requirements (CO5)	