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**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**

**(An Autonomous Institute Affiliated to AKTU, Lucknow)**

**MBA**

**SEM: II - CARRY OVER THEORY EXAMINATION JUNE 2023**

**Subject: Entrepreneurship Development**

**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. | One of the following is alternatively called corporate venturing. (CO1)                       | 1 |
|      | (a) Entrepreneurship  |   |
|      | (b) Intrapreneurship  |   |
|      | (c) Act of stating a new venture  |   |
|      | (d) Offering new products by an existing company  |   |
| 1-b. | Peter Drucker defines entrepreneur as one who _____. (CO1)                                    | 1 |
|      | (a) searches for change and exploits it as an opportunity                                     |   |
|      | (b) looks for innovation  |   |
|      | (c) increases employment  |   |
|      | (d) uses his time in a manner that he gets best returns                                       |   |
| 1-c. | Identify which of the following is (are) included in Geographical indications of Goods. (CO2) | 1 |
|      | (a) Handicraft  |   |
|      | (b) Foodstuff   |   |

- (c) Manufactured  
(d) All of the above
- 1-d. The term 'Intellectual Property Rights' covers. (CO2) 1  
(a) Copyrights  
(b) Know-how  
(c) Trade dress  
(d) All of the above
- 1-e. The \_\_\_\_\_ plan shows whether the business is feasible or not. (CO3) 1  
(a) Financial  
(b) Business  
(c) Economic  
(d) Marketing
- 1-f. A business plan for a new business includes: (CO3) 1  
(a) a marketing plan.  
(b) a discussion of the purpose of the business.  
(c) a description of the company background.  
(d) all of the above.
- 1-g. Identify which of the following statements is false: (CO4) 1  
(a) Market segmentation is a useful process for small businesses to undertake.  
(b) Selling is essentially a matching process  
(c) A benefit is the value of a product feature to a customer.  
(d) It is a good idea for small businesses to compete solely on price.
- 1-h. the following is the next stage to the Concept Stage of Product Planning and Development Process: (CO4) 1  
(a) Idea Stage  
(b) Product Planning Stage  
(c) Product Development Stage  
(d) Test Marketing Stage
- 1-i. To provide financial assistance to entrepreneurs the government has set up a number of \_\_\_\_\_. (CO5) 1  
(a) financial advisors.  
(b) financial intermediaries.

- (c) Industrial estates.
- (d) financial institutions.
- 1-j. Basic problems of women entrepreneur in India. (CO5) 1
  - (a) lack of education skill
  - (b) male dominating society.
  - (c) lack of financial strength.
  - (d) all of the above.

**2. Attempt all parts:-**

- 2.a. Define an adoptive entrepreneur. (CO1) 2
- 2.b. List the rights given under industrial design rights. (CO2) 2
- 2.c. Enumerate two elements of a business plan. (CO3) 2
- 2.d. Discuss the role of creativity in idea generation. (CO4) 2
- 2.e. Explain the need to develop the rural entrepreneurship in India. (CO5) 2

**SECTION B**

**30**

**3. Answer any five of the following:-**

- 3-a. Discuss the various entrepreneurial traits. (CO1) 6
- 3-b. Discuss how does corporate entrepreneurship promote into new entrepreneurs. Justify your answer. (CO1) 6
- 3-c. Name the various forms of IPR. (CO2) 6
- 3-d. Discuss the characteristics of Intellectual Property and give reasons why intellectual property needs exclusivity. (CO2) 6
- 3.e. Explain all the components required to prepare an ideal business plan. (CO3) 6
- 3.f. Explain market research and its importance. (CO4) 6
- 3.g. Explain a district industry center. Explain its functions. (CO5) 6

**SECTION C**

**50**

**4. Answer any one of the following:-**

- 4-a. 'Entrepreneurs play an important role in employment generation and economic development.' Discuss. (CO1) 10
- 4-b. Describe the qualities and characteristics of any entrepreneur who is your role model as a businessman. Also explain what motivated him to become an entrepreneur. (CO1) 10

**5. Answer any one of the following:-**

- 5-a. Recognize the importance of Paris Convention with respect to IPR. List the 10

principal features of the Paris Convention. (CO2)

- 5-b. Can a researcher get an IPR just from the result of a research? Explain your answer giving suitable reasons. (CO2) 10

**6. Answer any one of the following:-**

- 6-a. List the components of Project Report and Explain. (CO3) 10
- 6-b. Discuss the various factors that determine the choice of business ownership. Name the various forms of ownership. (CO3) 10

**7. Answer any one of the following:-**

- 7-a. Enumerate the factors used in identification of a project. (CO4) 10
- 7-b. Discuss the various methods to conduct environmental analysis. (CO4) 10

**8. Answer any one of the following:-**

- 8-a. Name and discuss the features and role of the premier organization of the Ministry of Skill Development and Entrepreneurship, engaged in training, consultancy, research, etc. (CO5) 10
- 8-b. Neha is a new entrepreneur. Explain the government scheme she can be benefitted from being a woman entrepreneur. (CO5) 10