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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

M.Tech (Integrated)

SEM: VII - THEORY EXAMINATION (2024- 2025)

Subject: Foundations of Entrepreneurship

Time: 2 Hours

Max. Marks: 50

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

15

1. Attempt all parts:-

- 1-a. _____ is a type of Ownership with Unlimited Liability. (CO1, K1) 1
- (a) Joint Stock
 - (b) LLP
 - (c) Sole Proprietorship
 - (d) Cooperative Society
- 1-b. _____ is not an Intellectual Property. (CO2, K1) 1
- (a) Land property documents
 - (b) Patents
 - (c) Copyrights
 - (d) Geographical indications
- 1-c. The theory is associated with entrepreneurial motivation and the need for achievement. (CO3, 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-d. E in SCAMPER stands for : (CO4, K1) 1
- (a) Eliminate
 - (b) Easy

- (c) Error
 - (d) Elaborate
- 1-e. Small businesses are important for an economy because. (CO5, K1) 1
- (a) They give an outlet to entrepreneurs.
 - (b) They can provide specialist support to larger companies.
 - (c) They can be innovators of new product.
 - (d) All of these.

2. Attempt all parts:-

- 2.a. Discuss the role of Entrepreneurship in the Economic Development. (CO1, K2) 2
- 2.b. Define the term Intellectual property rights. (CO2, K1) 2
- 2.c. List two traits commonly associated with successful entrepreneurs. (CO3, K1) 2
- 2.d. Innovation play a role in shaping entrepreneurial ventures. Analyze. (CO4, K4) 2
- 2.e. Give the full form of and one function of ICICI. (CO5, K1) 2

SECTION-B

15

3. Answer any three of the following:-

- 3-a. Define Small Scale Industries, describe the role of Small-scale industries in Indian Economy? (CO5, K1) 5
- 3-b. Differentiate between copyright and trademark. Highlight the works covered under the copyright act, 1957. (CO2, K2) 5
- 3-c. Analyze the role of creativity and innovation in entrepreneurial success and their application in different industries. (CO3, K4) 5
- 3-d. Elaborate on how effective business plan helps in the overall ease of doing business for entrepreneurs. (CO4, K3) 5
- 3.e. Explain the role of entrepreneurship in economic development of a country. (CO1, 5

SECTION-C

20

4. Answer any one of the following:-

- 4-a. Evaluate the merits and demerits of Partnership form of business. (CO4, K5) 4
- 4-b. What factors will you consider before selecting the form of business ownership? Explain each factor in detail. (CO4, K2) 4

5. Answer any one of the following:-

- 5-a. Elaborate the growing importance of Intellectual Property Rights (IPR). (CO2, K3) 4
- 5-b. Describe the requirements for industrial design in detail. (CO2, K2) 4

6. Answer any one of the following:-

- 6-a. Explain the key competencies and traits that are essential for a successful entrepreneur. (CO1, K2) 4
- 6-b. Examine the goals and objectives of entrepreneurship in meeting the growing unemployment. (CO1, K2) 4

7. Answer any one of the following:-

7-a. Effective communication skills contribute to value creation in entrepreneurial venture. Comment. (CO4) 4

7-b. Explain how does government initiatives contribute to the identification of entrepreneurial opportunities. (CO5, K2) 4

8. Answer any one of the following:-

8-a. Share insights into the importance of creating a solid business plan when seeking financial assistance for a new venture. (CO4, K4) 4

8-b. Describe the types of financial institutions and the types of financial support do they provide to small scale industries. (CO5, K2) 4

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