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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 (2024 - 2025)

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**

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1. Attempt all parts:-

- 1-a. _____ 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-b. The primary purpose of a classification of entrepreneurs is____.(CO1) (K1) 1
- (a) To limit the number of entrepreneurs
- (b) To categorize entrepreneurs based on age
- (c) To provide a framework for understanding the diverse nature of entrepreneurship
- (d) To promote government regulations
- 1-c. Idea Generation also refers to ____.(CO2) (K2) 1
- (a) Innovation
- (b) Idea
- (c) Opportunity Identification
- (d) Screening
- 1-d. Name the force that increases market share . (CO2) (K4) 1
- (a) Restraining force
- (b) Driving force

- (c) Workforce
- (d) Time force
- 1-e. Trademarks relate to _____. (CO3) (K2) 1
 - (a) Practice and knowledge acquired through experience
 - (b) The protection of proprietary information of commercial value
 - (c) The right to reproduce one's own original work
 - (d) Brand identity
- 1-f. Patents is referring as _____. (CO3) (K2) 1
 - (a) A document that grants the holder exclusive rights to sell a product or service
 - (b) A document that grants the holder the right to use a trademark
 - (c) A document that grants the holder exclusive rights to an invention
 - (d) A document that grants the holder the right to use a copyright
- 1-g. P6 in Primavera P6 stand for _____. (CO4) (K1) 1
 - (a) Portfolio 6
 - (b) Planning 6
 - (c) Phase 6
 - (d) Project 6
- 1-h. The project life cycle phase which involves monitoring and controlling progress is _____. (CO4) (K2) 1
 - (a) Execution
 - (b) Closure
 - (c) Planning
 - (d) Conceptualization
- 1-i. The tool commonly used for long-term investment analysis in capital budgeting. (CO5) (K2) 1
 - (a) Payback Period
 - (b) Sensitivity Analysis
 - (c) Gantt Chart
 - (d) Break-even Analysis
- 1-j. The feasibility report assists in securing project finance. (CO5) (K4) 1
 - (a) By ensuring environmental compliance
 - (b) By showcasing project viability to lenders
 - (c) By reducing capital costs
 - (d) By forecasting profits

2. Attempt all parts:-

- 2.a. List two traits commonly associated with successful entrepreneurs. (CO1) (K1) 2
- 2.b. Write a short note on PEST Analysis. (CO2) (K1) 2
- 2.c. Define the term Intellectual property rights. (CO3) (K2) 2

- 2.d. Explain the importance of a feasibility report in project planning. (CO4) (K2) 2
- 2.e. List two risks associated with project financing.(CO5) (K4) 2

SECTION-B

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3. Answer any five of the following:-

- 3-a. Analyze the factors that can affect the development of entrepreneurship in a specific region or industry. (CO1) (K4) 6
- 3-b. Analyze the impact of external factors, such as government policies and economic conditions, on entrepreneurial development.(CO1) (K4) 6
- 3-c. Explain how does environmental scanning contribute to the identification of entrepreneurial opportunities.(CO2) (CO4) 6
- 3-d. Explain identification and classification of ideas. Discuss any one idea generation technique. (CO2) (K2) 6
- 3.e. Explain the concept and significance of intellectual property rights.(CO3) (K2) 6
- 3.f. Discuss the project life cycle and its key phases.(CO4) (K1) 6
- 3.g. Analyze the relationship between risk analysis and profitability in project financing.(CO5) (K5) 6

SECTION-C

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4. Answer any one of the following:-

- 4-a. Elaborate on the various classifications of entrepreneurs based on their motivations and goals, giving examples of each category. (CO1) (K2) 10
- 4-b. Explore the factors affecting entrepreneurial development and discuss how government policies can either promote or hinder entrepreneurship.(CO1) (K2) 10

5. Answer any one of the following:-

- 5-a. Discuss regulatory reforms done to simplify processes for startup.(CO2) (K2) 10
- 5-b. Define a startup .Can a startup be considered as a Small or medium enterprise. justify your answer.((CO2) (K2) 10

6. Answer any one of the following:-

- 6-a. Explain different challenges for filling patent and their validity in respect of India.(CO3) (K2) 10
- 6-b. Explain the importance of intellectual property rights (IPR) in promoting innovation and creativity.(CO3) (K3) 10

7. Answer any one of the following:-

- 7-a. Discuss the key components of the project life cycle in detail. (CO4) (K2) 10
- 7-b. Prepare a framework for conducting a project feasibility report..(CO4) (K5) 10

8. Answer any one of the following:-

- 8-a. Discuss the role of environmental and market appraisals in determining project feasibility.(CO5) (K2) 10
- 8-b. Discuss the key steps in preparing a cash flow statement for a manufacturing project.(CO5) (K5) 10