

**NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA**  
(An Autonomous Institute)

Affiliated to Dr. A.P.J. Abdul Kalam Technical University, Uttar Pradesh, Lucknow  
MBA

**FIRST YEAR (SEMESTER-II) THEORY EXAMINATION (2020-2021)**  
(Objective Type)

Subject Code:AMBA0203

Subject: Entrepreneurship Development

Max. Mks. : 70

Time : 70 Minutes

**General Instructions:***All questions are compulsory.**Question No- 1 to 15 are objective type question carrying 2 marks each.**Question No- 16 to 35 are also objective type/Glossary based question carrying 2 marks each.*

Q.No	Question Content	Question Image	Category	Sub Category	Marks	Options Randomization	Type	Difficulty	Correct	Option1	Option2	Option3	Option4
1	What protects the intellectual property created by artists?		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Copyright	Copyright	Patents	Trademarks	Trade Secrets
2	Intellectual Property Rights (IPR) protect the use of information and ideas that are of		Attempt All Questions	15 x 2= 30	2		Single Choice	Genius	Commercial value	Ethical value	Moral value	Social value	Commercial value
3	Which of the following is not an Intellectual Property Law?		Attempt All Questions	15 x 2= 30	2		Single Choice	Smart	Customs Act, 1962	Copyright Act, 1957	Trademark Act, 1999	Patent Act, 1970	Customs Act, 1962
4	The _____ plan shows whether the business is feasible or not.		Attempt All Questions	15 x 2= 30	2		Single Choice	Genius	Business	Financial	Business	Economic	Marketing
5	A business where an individual is both the owner and conductor of the business affairs is called _____.		Attempt All Questions	15 x 2= 30	2		Single Choice	Smart	Sole Proprietorship	Sole Proprietorship	Partnership	Corporation	None of the above
6	The T in a PESTLE analysis refers to _____.		Attempt All Questions	15 x 2= 30	2		Single Choice	Smart	Technology	Time	Technology	Training	Talent
7	Innovation can best be defined as _____.		Attempt All Questions	15 x 2= 30	2		Single Choice	Genius	the successful exploitation of new ideas.	the generation of new ideas.	the evolution of new ideas.	the opposite of creativity.	the successful exploitation of new ideas.
8	Which of the following is least likely to influence the timing of new business births?		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Weather conditions.	Government policies.	Profitability.	Consumer expenditure.	Weather conditions.
9	Idea of new product is tested in potential consumers to determine consumer acceptance at _____ stage.		Attempt All Questions	15 x 2= 30	2		Single Choice	Genius	Test marketing.	Concept.	Product development.	Test marketing.	Commercialization.
10	IFCI stands for _____.		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Industrial finance corporation of India.	Industrial finance corporation of India.	Institutional finance corporation of India.	Industrial funding corporation of India.	Indian finance corporation and institution.
11	To provide financial assistance to entrepreneurs the government has set up a number of _____.		Attempt All Questions	15 x 2= 30	2		Single Choice	Smart	financial institutions.	financial advisors.	financial intermediaries.	Industrial estates.	financial institutions.
12	EDPs course contents contains _____.		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	All the above	General introduction to entrepreneurs.	Motivation training.	Managerial skills.	All the above
13	Who considered entrepreneurship as the driving factor that brings these four factors of production together		Attempt All Questions	15 x 2= 30	2		Single Choice	Genius	Alfred Marshall	Frank Knight	Alfred Marshall	Joseph Schumpeter	all of the above

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14	What is the process by which individuals pursue opportunities without regard to resources they currently control?		Attempt All Questions	15 x 2= 30	2		Single Choice	Brilliant	Entrepreneurship	Startup management	Entrepreneurship	Financial analysis	Feasibility planning
15	Which of the following role is played by entrepreneurship in economic development		Attempt All Questions	15 x 2= 30	2		Single Choice	Smart	All of the above	Generation of employment	Improvement in living standards	Balanced regional growth	All of the above
16	_____entrepreneurs are those who generally struggle to survive.		Glossary I	Glossary I	2		Single Choice	Smart	Drone	Drone	J. Schumpeter	Fabian	Jean Baptise Say
17	_____entrepreneurs are lazy and shy.		Glossary I	Glossary I	2		Single Choice	Smart	Fabian	Drone&nbsp;	J. Schumpeter	Jean Baptise Say	Fabian
18	_____&nbsp;introduced the term entrepreneurship		Glossary I	Glossary I	2		Single Choice	Brilliant	Jean Baptise Say	Drone	Fabian	J. Schumpeter	Jean Baptise Say
19	Innovation theory of entrepreneurship was advocated by&nbsp;_____		Glossary I	Glossary I	2		Single Choice	Brilliant	J. Schumpeter	J. Schumpeter	Jean Baptise Say	Fabian	Drone
20	A&nbsp;_____ extends protection to authors, composers and artists, etc.		Glossary II	Glossary II	2		Single Choice	Brilliant	copyright	Patents	copyright	tangible	life long
21	A trademark is granted for _____.		Glossary II	Glossary II	2		Single Choice	Smart	life long	Copyright	Patents	tangible	life long
22	Intellectual property is like other forms of property, except that its _____		Glossary II	Glossary II	2		Single Choice	Brilliant	tangible	copyright	tangible	Patents	life long
23	_____ is a type of intellectual property right.		Glossary II	Glossary II	2		Single Choice	Smart	Patents	Copyright	Patents	life long	tangible
24	_____ is the most common type of business ownership.		Glossary III	Glossary III	2		Single Choice	Brilliant	Sole Proprietorship	Partnership	Sole Proprietorship	Shares Buy Back	Merger
25	_____&nbsp;form of business ownership in which 2 or more people jointly owns a business.		Glossary III	Glossary III	2		Single Choice	Smart	Partnership	Partnership	Sole Proprietorship	Merger	Shares Buy Back
26	_____ is a revival option for an organization.		Glossary III	Glossary III	2		Single Choice	Smart	Shares Buy Back	Sole Proprietorship	Partnership	Merger	Shares Buy Back
27	_____&nbsp;is an exit option by an organization.		Glossary III	Glossary III	2		Single Choice	Brilliant	Merger	Sole Proprietorship	Partnership	Merger	Shares Buy Back
28	_____ is the development of original products, product improvements, product modifications, and new brands through the firm&rsquo;s own R&D efforts.		Glossary IV	Glossary IV	2		Single Choice	Brilliant	New Product Development	Stakeholders	Idea Generation	Idea Screening	New Product Development
29	New-product development starts with _____		Glossary IV	Glossary IV	2		Single Choice	Brilliant	Idea Generation	Stakeholders	Idea Generation	Idea Screening	New Product Development
30	The first idea reducing stage is _____ , which helps spot good ideas and drop poor ones as soon as possible.		Glossary IV	Glossary IV	2		Single Choice	Brilliant	Idea Screening	Stakeholders	Idea Generation	Idea Screening	New Product Development
31	Major sources of new product ideas include&nbsp;_____		Glossary IV	Glossary IV	2		Single Choice	Smart	Stakeholders	Stakeholders	Idea Screening	Idea Generation	New Product Development
32	To develop a digitally empowered society and knowledge economy, is the objective of _____		Glossary V	Glossary V	2		Single Choice	Brilliant	Digital India	Make in India	Startup India	Digital India	Atal Innovation Mission
33	Employment generation and wealth creation, is the objective of _____		Glossary V	Glossary V	2		Single Choice	Brilliant	Startup India	Make in India	Startup India	Digital India	Atal Innovation Mission
34	To create best in class manufacturing infrastructure in India, is the objective of&nbsp;_____		Glossary V	Glossary V	2		Single Choice	Brilliant	Make in India	Make in India	Startup India	Digital India	Atal Innovation Mission
35	To create and promote a culture of innovation and entrepreneurship, is the objective of _____		Glossary V	Glossary V	2		Single Choice	Brilliant	Atal Innovation Mission	Make in India	Startup India	Digital India	Atal Innovation Mission