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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MBA - IEV

SEM: II - THEORY EXAMINATION (2024 - 2025)

Subject: Entrepreneurial Eco-System

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. Functions of an Entrepreneur (CO1, K1)

1

- (a) Only organizing resources
- (b) Only innovation
- (c) Organizing resources, Risk-taking, Innovation
- (d) Only risk-taking

1-b. Key steps in the Entrepreneurial Process (CO1, K1)

1

- (a) Random opportunity
- (b) Simple recognition
- (c) Opportunity recognition, Concept development, Resource acquisition
- (d) Sudden development

1-c. Crafting and Evaluating Strategy means (CO2, K1)

1

- (a) Only developing
- (b) Only assessing
- (c) Developing and assessing business plans
- (d) Ignoring evaluation

1-d. Causes of failure in SSI sector are (CO2, K1)

1

- (a) Only planning
- (b) Only market access
- (c) Lack of planning, Market access, Financial issues

- (d) Ignoring financial issues
- 1-e. Political analysis in business involves (CO3, K1) 1
- (a) Only economic factors
 - (b) Understanding the impact of government policies on business
 - (c) Ignoring politics
 - (d) Only social factors
- 1-f. Legal aspects in business involve (CO3, K1) 1
- (a) Understanding and adhering to legal requirements
 - (b) Ignoring laws
 - (c) Only market dynamics
 - (d) Only business operations
- 1-g. Sources of Investment for new ventures can be (CO4, K1) 1
- (a) Only venture capital
 - (b) Ignoring government grants
 - (c) Venture capital, angel investors, government grants
 - (d) Only angel investors
- 1-h. Benefits of Venture Capital include (CO4, K1) 1
- (a) Ignoring business guidance
 - (b) Only small amounts of funding
 - (c) Access to large amounts of funding and business guidance
 - (d) Only internal guidance
- 1-i. National Small Industries Corporation (NSIC) promotes (CO5, K1) 1
- (a) Growth of small industries through various schemes
 - (b) Only technical consultancy
 - (c) Ignoring small industries
 - (d) Only large industries
- 1-j. Khadi and Village Industries Commission (KVIC) focuses on (CO5, K1) 1
- (a) Only technical industries
 - (b) Promoting khadi and village industries
 - (c) Only urban industries
 - (d) Ignoring village industries

2. Attempt all parts:-

- 2.a. State two characteristics essential for entrepreneurial success. (CO1, K2) 2
- 2.b. State two ways in which the industry environment influences business strategy. (CO2, K1) 2
- 2.c. Mention two strategies that can be used in marketing a new product. (CO3, K2) 2
- 2.d. Mention important steps involved in the initial planning for a new venture.(CO4, K2) 2

2.e.	Briefly state the benefits that small businesses receive from DICs. (CO5, K1)	2
SECTION-B		30
3. Answer any <u>five</u> of the following:-		
3-a.	Evaluate how women entrepreneurs contribute uniquely to their businesses and communities. (CO1, K5)	6
3-b.	Examine how successful startup stories can inspire and influence aspiring entrepreneurs.(CO1, K3)	6
3-c.	Explore the impact of the institutional framework on the growth of the SSI sector. (CO2, K2)	6
3-d.	Discuss common causes of failure in small-scale industries and strategies to prevent them. (CO2, K2)	6
3.e.	Examine the significance of sociodemographic analysis in identifying market opportunities. (CO3, K3)	6
3.f.	Discuss the economic impact of export-oriented units on the national economy. (CO4, K2)	6
3.g.	Examine the initiatives undertaken by SSIDCs to support small scale industries in different states. (CO5, K3)	6
SECTION-C		50
4. Answer any <u>one</u> of the following:-		
4-a.	Discuss the constraints that hinder the growth of an entrepreneurial culture and suggest possible solutions. (CO1, K2)	10
4-b.	Evaluate the journey of a startup from inception to success in a case study, focusing on the pivotal decisions and strategies that led to its growth. (CO1, K5)	10
5. Answer any <u>one</u> of the following:-		
5-a.	Discuss the multifaceted contributions of the SSI sector to economic growth and social stability. (CO2, K2)	10
5-b.	Explain some of the constraints for the growth of the entrepreneurial culture. (CO2, K2)	10
6. Answer any <u>one</u> of the following:-		
6-a.	Examine the regulatory norms and legal aspects that are essential for the compliance of new ventures.(CO3, K3)	10
6-b.	Explain the concept of feasibility study for the new venture. (CO3, K2)	10
7. Answer any <u>one</u> of the following:-		
7-a.	Explain the different sources of investment for new ventures. (CO4, K2)	10
7-b.	Evaluate the criteria for selecting suitable investment sources for new ventures and their strategic impact.(CO4, K5)	10
8. Answer any <u>one</u> of the following:-		
8-a.	Explain the role of KVIC in promoting revenue and employment generation. (CO5, K2)	10

8-b. Discuss in detail the role of IDC in helping new ventures. (CO5, K2)

10

REG:JAN_JUN-2025