

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA
(An Autonomous Institute Affiliated to AKTU, Lucknow)

BBA

SEM: IV - THEORY EXAMINATION (2025 - 2026)

Subject: Entrepreneurship Mindset

Time: 2.5 Hours

Max. Marks: 60

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:-

(1.1) Entrepreneur differs from manager in (CO1,K1)

1

- (a) Risk taking
- (b) Salary
- (c) Work hours
- (d) Education

(1.2) Economic theory focuses on (CO2,K1)

1

- (a) Resources and markets
- (b) Emotions
- (c) Culture
- (d) Behavior

(1.3) Trademarks protect (CO3,K1)

1

- (a) Brand names
- (b) Ideas
- (c) Processes
- (d) Methods

(1.4) Incremental innovation builds on (CO4,K1)

1

- (a) Existing ideas
- (b) New ideas only
- (c) Routine
- (d) Delay

(1.5) NSIC aids in (CO5,K1)

1

- (a) Technology support
- (b) Healthcare
- (c) Education
- (d) Transport

2. Attempt all parts:-

- | | | |
|-------|--|---|
| (2.1) | Define intrapreneurship. (CO1,K1) | 2 |
| (2.2) | Define achievement motivation. (CO2,K1) | 2 |
| (2.3) | State one feature of opportunity recognition. (CO3,K1) | 2 |
| (2.4) | State one feature of outbound ideation. (CO4,K1) | 2 |
| (2.5) | Discuss one benefit of institutional support. (CO5,K2) | 2 |

SECTION-B

15

3. Answer any three of the following:-

- | | | |
|-------|---|---|
| (3.1) | Discuss challenges faced by entrepreneurs. (CO1,K2) | 5 |
| (3.2) | Describe classical theory of entrepreneurship. (CO2,K2) | 5 |
| (3.3) | Explain role of e-commerce in startups. (CO3,K2) | 5 |
| (3.4) | Describe stages of new product development. (CO4,K2) | 5 |
| (3.5) | Illustrate support provided by commercial banks to startups. (CO5,K3) | 5 |

SECTION-C

30

4. Answer any one of the following:-

- | | | |
|-------|---|---|
| (4.1) | Compare types of entrepreneurs with suitable examples. (CO1,K4) | 6 |
| (4.2) | A new venture uses digital tools to grow globally. Evaluate its impact on future entrepreneurship. (CO1,K6) | 6 |

5. Answer any one of the following:-

- | | | |
|-------|--|---|
| (5.1) | Explain neo-classical and Austrian theories with comparison. (CO2,K4) | 6 |
| (5.2) | A firm relies heavily on networks to expand operations. Examine the concept involved. (CO2,K4) | 6 |

6. Answer any one of the following:-

- | | | |
|-------|--|---|
| (6.1) | Discuss product planning and development process. (CO3,K2) | 6 |
| (6.2) | A business secures funding through venture capital. Examine the financial support aspect. (CO3,K4) | 6 |

7. Answer any one of the following:-

- | | | |
|-------|---|---|
| (7.1) | A company shares its technology with other firms for mutual benefit. Evaluate the concept applied. (CO4,K6) | 6 |
| (7.2) | A firm studies future trends before launching a product. Examine the role of strategic foresight. (CO4,K4) | 6 |

8. Answer any one of the following:-

- | | | |
|-------|--|---|
| (8.1) | Analyze role of Directorate of Industries in industrial development. (CO5,K4) | 6 |
| (8.2) | A small enterprise requires long-term funding support. Analyze the role of SIDBI. (CO5,K4) | 6 |