**Printed Page:-4** **Subject Code:- CMBIE0212**
**Roll. No:**

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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 (2025 - 2026)**
**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:-

(1.1) Entrepreneurship as a discipline primarily focuses on: (K1, CO1) 1

(a) Business creation
(b) Hobby activity
(c) Entertainment
(d) Leisure

(1.2) A critical entrepreneurial competency includes: (K1, CO1) 1

(a) Fear
(b) Uncertainty
(c) Risk aversion
(d) Confidence

(1.3) A business model defines the mechanism of: (K1, CO2) 1

(a) Market structure
(b) How business works
(c) Economic policy
(d) Demand pattern

(1.4) Strategy crafting involves: (K1, CO2) 1

(a) Making strategy
(b) Budgeting
(c) Forecasting
(d) Reporting

(1.5) Venture environment schematic represents: (K1, CO3) 1

(a) Flow diagram
(b) Simple chart
(c) Structured view of environment
(d) Process map

(1.6) The financial section of a business plan highlights: (K2, CO3) 1
(a) Budgeting
(b) Planning
(c) Feasibility check
(d) Forecasting

(1.7) Pre-launch activities focus on: (K2, CO4) 1
(a) Idea generation
(b) Business setup
(c) Planning stage
(d) Execution

(1.8) Angel investors are identified by: (K1, CO4) 1
(a) Crowdfunding
(b) Individual funding
(c) Bank loan
(d) Government grant

(1.9) Central level institutions in entrepreneurship can be illustrated through: (K1, CO5) 1
(a) Random
(b) Game
(c) SIDBI
(d) Song

(1.10) Non-Banking Financial Companies play a role in: (K2, CO5) 1
(a) Random
(b) Credit support
(c) Game
(d) Song

2. Attempt all parts:-

(2.1) Define risk. (K1, CO1) 2
(2.2) Define business strategy. (K1, CO2) 2
(2.3) Define technological factor. (K1, CO3) 2
(2.4) Define grant. (K1, CO4) 2
(2.5) Explain the meaning of IDC. (K1, CO5) 2

**SECTION-B** 30

Answer any one of the following:-

(3.1) Explain types of entrepreneurs. (K2, CO1) 6
(3.2) Discuss dimensions and paradoxes of entrepreneurship. (K3, CO1) 6

Answer any one of the following:-

(3.3) Explain preventive measures for business failure. (K2, CO2) 6

(3.4) Describe competency assessment. (K2, CO2) 6

Answer any one of the following:-

(3.5) Explain socio-demographic factors. (K2, CO3) 6

(3.6) Describe business registration process. (K2, CO3) 6

Answer any one of the following:-

(3.7) Describe angel investment. (K2, CO4) 6

(3.8) Explain incentives and subsidies. (K2, CO4) 6

Answer any one of the following:-

(3.9) Analyze NBFC role in MSME. (K4, CO5) 6

(3.10) Analyze financial vs technical support. (K4, CO5) 6

**SECTION-C** 50

4. Answer any one of the following:-

(4.1) Employees in a business are not motivated, leading to low productivity. Suggest steps to improve motivation in the organization. (K3, CO1) 10

(4.2) Evaluate the common challenges faced by new ventures and recommend suitable measures for minimizing the risk of business failure. (K5, CO1) 10

5. Answer any one of the following:-

(5.1) A firm is not performing well because employees lack important entrepreneurial traits like confidence and leadership. Suggest ways to improve these traits. (K3, CO2) 10

(5.2) A company wants to measure and improve employee performance but does not know how to assess it. Suggest suitable assessment tools. (K3, CO2) 10

6. Answer any one of the following:-

(6.1) A company is experiencing sudden changes in customer demand and market trends. Suggest appropriate analysis techniques to understand and respond to these changes. (K3, CO3) 10

(6.2) A firm has prepared a business plan but wants to improve its effectiveness before implementation. Suggest how plan critique can help in improving the plan. (K4, CO3) 10

7. Answer any one of the following:-

(7.1) A small business is facing financial difficulties due to limited internal funds and rising operational costs. The owner is looking for alternative sources of finance to sustain the business. Suggest suitable sources of funding for this situation. (K3, CO4) 10

(7.2) A company is facing high tax liabilities, reducing its overall profitability. The management wants to legally minimize taxes and improve financial efficiency. Suggest suitable tax planning strategies for the company. (K3, CO4) 10

8. Answer any one of the following:-

(8.1) A firm is struggling to make strategic decisions due to lack of expert advice and market knowledge. Suggest how consultancy services can help improve business performance. (K3, CO5) 10

(8.2) A startup aims to achieve long-term success and sustainability but lacks awareness of institutional support systems. Suggest a comprehensive approach using different institutions to ensure success. (K4, CO5) 10