

**MAULANA ABUL KALAM AZAD UNIVERSITY OF TECHNOLOGY, WEST BENGAL**

Paper Code : BCAS401 Entrepreneurship

UPID : 400089

Time Allotted : 3 Hours

Full Marks : 70

*The Figures in the margin indicate full marks.**Candidate are required to give their answers in their own words as far as practicable***Group-A (Very Short Answer Type Question)**

1. Answer any ten of the following :

[1 x 10 = 10]

- (i) What is the full form of STEP?
- (ii) Write one difference between creativity and innovation.
- (iii) ILO stands for _____.
- (iv) _____ (Developing new product, project/Destruction of old ideas) will result in creative destruction.
- (v) What is the highest level in Maslow's hierarchy of needs?
- (vi) The process of creating something new is called _____ (creativity / innovation).
- (vii) What is the full form of SIDBI?
- (viii) Define the term 'Intrapreneur'.
- (ix) Name two sources of financing for entrepreneurs.
- (x) "Creativity is seeing what everyone else has seen, and thinking what no one else has thought", said by _____.
- (xi) _____ (Venture capitalist/Financial analyst) is a money manager who makes risk investment from equity capital.
- (xii) State one reason for entrepreneurial failure.

Group-B (Short Answer Type Question)

Answer any three of the following :

[5 x 3 = 15]

2. What do you mean by Business plan? [5]
3. What are the skills required to be an entrepreneur? [5]
4. Write a note on "reservation Policy in SSI". [5]
5. What do you mean by "collective creativity"? [5]
6. Explain the concepts of Drone and Fabian Entrepreneur. [5]

Group-C (Long Answer Type Question)

Answer any three of the following :

[15 x 3 = 45]

7. (a) What is a feasibility report? [5]
(b) What is the purpose of a feasibility report? [5]
(c) How to conduct a feasibility study? [5]
8. (a) What is the process of creativity? [5]
(b) What do you mean by creative thinking? [5]
(c) What are the characteristics of creativity? [5]
9. (a) What do you mean by market segmentation? [5]
(b) What are the basis for segmenting the market? [5]
(c) Why should an entrepreneur know about the competition in the market? [5]
10. (a) What are the barriers for women to be an entrepreneur? [7]
(b) Discuss the functions of an entrepreneur. [8]
11. (a) Explain Maslow's hierarchy of Needs. [5]
(b) Explain ERG theory propounded by Alderfer. [5]
(c) Explain McClelland's theory of needs. [5]