

[illegible]

	d) Lowering prices of your product or service		
b.	According to Schumpeter, innovative entrepreneurs would: a) Thrive in the market b) Not survive and disappear from the market. c) Get absorbed within larger innovative businesses d) Get absorbed within non-innovative businesses	(1)	CO2
c.	Anurag the director of Apex Ltd. is engaged in manufacturing furniture. He decided to keep one-third seats reserved for specially disadvantaged section of society. Which objective of management is discussed here? a) Individual objective b) Social objective c) Organizational objective d) Personal objective	(1)	CO2
d.	Which of these is a type of entrepreneurship? a) A Small business entrepreneurship b) Scalable entrepreneurship c) Large scale entrepreneurship d) All of these	(1)	CO2
2.	All questions are compulsory	(2×2=4)	
a.	How do I come up with an idea?	(2)	CO2
b.	Why is innovation so hard?	(2)	CO2
<b>SECTION – B</b>		[10Marks]	
3.	Answer any two of the following-	(2×5=10)	
a.	How do I spot opportunities for innovation?	(5)	CO2
b.	Explain Entrepreneurship as a style of management.	(5)	CO2
c.	What is Entrepreneurship? Entrepreneur Definition and Meaning.	(5)	CO2
<b>SECTION – C</b>		[12Marks]	



<b>4</b>	<b>Answer any one of the following-</b>		<b>(1×6=6)</b>	
	<b>a.</b>	<b>Explain Entrepreneurship as a style of Management.</b>	<b>(6)</b>	<b>CO2</b>
	<b>b.</b>	<b>Discuss use of IPR to protect Innovation.</b>	<b>(6)</b>	<b>CO2</b>
<b>5.</b>	<b>Answer any one of the following-</b>		<b>(1×6=6)</b>	
	<b>a.</b>	<b>Explain in detail entrepreneurship Opportunities recognition and entry strategies ,</b>	<b>(6)</b>	<b>CO2</b>
	<b>b.</b>	<b>Discuss Ten Qualities of an entrepreneur.</b>	<b>(6)</b>	<b>CO2</b>