**POORNIMA UNIVERSITY, JAIPUR**

**END SEMESTER EXAMINATION, November 2022**

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|  | **4BT7106** | Roll No. | Total Printed Pages: 2 |
| **4BT7106** |  |
| B. Tech. IV Year VII-Semester (Main/Back) End Semester Examination, November 2022  **(CC, CE, AI, DS)** | |
| **BAI07111 / BDS07111 / BCE07111 / BCC07111 : Entrepreneurship** | | | |

# Time: **3** Hours. Total Marks: **60**

Min. Passing Marks: **21**

Attempt **five** questions selecting one question from each Unit. There is internal choice from Unit I to Unit V. Marks of each question or its parts are indicated against each question / parts. Draw neat sketches wherever necessary to illustrate the answer. Assume missing data suitably (if any) and clearly indicate the same in the answer.

Use of following supporting material is permitted during examination for this subject.

# **1. --------------------------Nil--------------------** **2.------------------Nil-----------------------**

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|  |  | **UNIT-I (CO1)** | **Marks** | **Bloom Level** |
| **Q.1** | **(a)** | An entrepreneur has always some sort of skill-sets which are crucial for starting the venture/business. Describe any four as according to market scenario. | **(6)** | **Evaluating** |
|  |  |  |  |  |
|  | **(b)** | What do you understand about the entrepreneurial behaviour orientation? Also illustrate following with the examples  a. Discovery b. Enactment c. Evaluation d. Exploitation of opportunities | **(6)** | **Applying** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.2** | **(a)** | What are entrepreneurial competencies? Name any three. | **(6)** | **Applying** |
|  |  |  |  |  |
|  | **(b)** | What is Goal Setting? Why it is important? | **(6)** | **Creating** |
|  |  |  |  |  |
|  |  | **UNIT-II (CO2)** |  |  |
|  |  |  |  |  |
| **Q.3** | **(a)** | Define the different methods used to generating the business idea step by step. | **(6)** | **Remembering** |
|  |  |  |  |  |
|  | **(b)** | Every business demands some sort of feasibility to make proper channel in the market, So what will be your opinion for feasibility order suitable in share market business? | **(6)** | **Evaluating** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.4** | **(a)** | How does environmental scanning help your organization's competitive strategy? | **(6)** | **Understanding** |
|  |  |  |  |  |
|  | **(b)** | What do you understand by the term ‘generation of ideas’? | **(6)** |  |
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|  |  | **UNIT-III (CO3)** |  |  |
|  |  |  |  |  |
| **Q.5** | **(a)** | What type of business opportunity will be emerge in future if we look around the world? | **(6)** | **Evaluating** |
|  |  |  |  |  |
|  | **(b)** | Define the steps in preparing marketing plan. | **(6)** | **Remembering** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.6** | **(a)** | How the job design works in Organizational plan strategy? | **(6)** | **Applying** |
|  |  |  |  |  |
|  | **(b)** | What are the Statutory obligation in a new business unit? | **(6)** | **Understanding** |
|  |  |  |  |  |
|  |  | **UNIT-IV (CO4)** |  |  |
|  |  |  |  |  |
| **Q.7** | **(a)** | Write about the role of government in supporting MSME’s. In what way the government helps MSME’s in India? | **(6)** | **Creating** |
|  |  |  |  |  |
|  | **(b)** | Explain in details about the Invisible cost theory of entrepreneurship? Explain it | **(6)** | **Evaluating** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.8** | **(a)** | **“Every venture needs Funds & Capital for growing the business”,** Illustrate the above statement with proper case study. | **(6)** | **Analyzing** |
|  |  |  |  |  |
|  | **(b)** | It is saying that every business has some policies which are built to Safe & Secure the business from market fluctuations, Which are they? | **(6)** | **Creating** |
|  |  |  |  |  |
|  |  | **UNIT V (CO5)** |  |  |
|  |  |  |  |  |
| **Q.9** | **(a)** | Explain the process of entrepreneurship development. | **(6)** | **Creating** |
|  |  |  |  |  |
|  | **(b)** | What are the conditions for innovations? Define it with the proper case study. | **(6)** | **Understanding** |
|  |  |  |  |  |
|  |  | **OR** |  |  |
|  |  |  |  |  |
| **Q.10** | **(a)** | Illustrate the organizational setups that facilitate innovations | **(6)** | **Applying** |
|  |  |  |  |  |
|  | **(b)** | Why is “income generation” rated as only the initial level of entrepreneurial activity? | **(6)** | **Understanding** |