



Odisha University of Technology and Research, Bhubaneswar

END
TERM

Registration No:

2 0 0 1 1 0 6 5 3 2

Common

Program

B.Tech

Branch:

Subject Name:

Subject Code:

Time:

ENTREPRENEURSHIP DEVELOPMENT

Semester

7th

UHSMH-701

Session/Period

2023-24/Odd

03 Hrs

Maximum Marks

70

Knowledge
Level (KL)

K1: Remembering

K2: Understanding

K3: Applying

K4: Analysing

K5: Evaluating

K6: Creating

All the Questions are compulsory.

Part A has no choices and Part B has internal choices for each question.

PART-A (All Questions are compulsory)

Q.No		Marks	COs	KL
1a	Distinguish between an Entrepreneur and a Manager.	2	CO1	K1
1b	What are NIESBUD and SSIDC?	2	CO3	K1
1c	What are the main objectives of IPR-1956?	2	CO3	K2
1d	Write a brief note on the factory Act, 1948.	2	CO2	K2
1e	What are the different skills required for an Entrepreneur?	2	CO2	K3
1f	What are Revenue, Liability, Asset and Working Capital?	2	CO3	K3
1g	Write at least four labour laws enforced in Indian Industries.	2	CO3	K4
1h	What are the different Targeting strategies applied by the Marketers?	2	CO1	K4
1i	Write few locational issues before starting a Small Scale Unit.	2	CO2	K5
1j	Why people want to become Entrepreneurs?	2	CO1	K5

PART-B (Each Question has internal choices)

2a	Write the types of Business Incubators according to NBIA. How to get into a Business Incubator? Write the assistance provided by Incubators in India?	10	CO2	K1
(OR)				
2b	What are the types of Entrepreneurs based on functional characteristics and types of Entrepreneurial Businesses?	5	CO1	K3
2c	"Entrepreneurs are the Change Agents and Social Parasites". Justify.	5	CO2	K2
3a	Mention the benefits of Segmentation. Illustrate the bases to segment the domestic consumers' market.	10	CO1	K3
(OR)				
3b	What are Start ups? Write the types of Start ups with a brief description.	5	CO1	K2
3c	Discuss about the different HRM functions in Organizations.	5	CO3	K4
4a	What is Industrial Sickness? Write its causes and symptoms. What remedial measures are taken to revive the Sick Industries?	10	CO3	K3
(OR)				
4b	Write a short note on IPR-1948 and IPR-1977.	5	CO2	K5
4c	Explain the measures to minimize the hazardous impact of Environmental Pollution in India.	5	CO1	K4



5a	Mentioning their significance, write about three State level and three Central level organizations promoting SSIs and SMEs.	10	CO3	K3
(OR)				
5b✓	Write down the Incentives and Subsidies for SSIs.	5	CO3	K3
5c✓	Describe how do Entrepreneurs identify opportunities?	5	CO2	K4
6a	"Innovation, Collaboration, Transparency and Creativity are the key elements for an Entrepreneur". Discuss.	10	CO3	K5
(OR)				
6b✓	What are the formalities to start a Small Scale Industry?	5	CO1	K5
6c✓	What is Marketing Mix? What are the promotion mix strategies opted by Marketing Experts?	5	CO2	K6



Odisha University of Technology and Research Bhubaneswar

**AUTUM
SEMESTER**

Registration No:

2	1	1	1	1	0	0	6	0	2
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Branch:	BT,CE,CSE,EE,EIE,FT,IT,ME,TE	Program	B.TECH.
Subject Name:	ENTREPRENEURSHIP DEVELOPMENT	Semester	7TH
Subject Code:	UHSMH701	Session/Period	2024-25
Time:	3 Hours	Maximum Marks	70

Part A has no choices and Part B has internal choices for each question.

Q.No	PART- A (All Questions are compulsory) (20 Marks)	Marks	CO
1a	Differentiate a Manager to an Entrepreneur.	2	CO1
1b	What do you mean by Working Capital and Equity?	2	CO3
1c	Write abriefly about Promotion Mix.	2	CO3
1d	How do marketers Segment the domestic market?	2	CO2
1e	Write a note about IPR-1956.	2	CO2
1f	What are the labour laws relevant to employees provident Fund and safety?	2	CO3
1g	What are the traits required to be a leader in the trait theory of leadership?	2	CO3
1h	Write the types of entrepreneurs based on developmental angle?	2	CO1
1i	What are the types of Start-ups and Business Incubators?	2	CO2
1j	How does Environment Pollution affect the Biodiversity?	2	CO1

PART- B (Each Question has internal choices) (50 Marks)

Q2	Answer any TWO	Marks	CO
2a	What are the Incentives and Subsidies applied for SSIs in India?	5	CO1
2b	Describe the criteris to identify Sickness in industries. Mention the Endogenous factors causing Sickness.	5	CO1
2c	Discuss the importance of Marketing Mix. Write a brief note on Promotion Mix.	5	CO3
Q3	Answer any ONE	Marks	CO
3a	Write the policy statements described in IPR-1948, IPR-1977, and IPR 1990.	10	CO2
3b	"Entrepreneurs convert profitable ideas into productive actions". Explain.	10	CO1
Q 4	Answer any TWO	Marks	CO
4a	Describe the 'Factories Act' and its provisions.	5	CO3
4b	Expound the importance of Segmentation. Write the Targeting Strategies.	5	CO3
4c	What is Positioning? Explain the strategies to Position a product.	5	CO2



		Marks	CO
Q 5	Answer any ONE		
5a	What are the Central level and State Level Institutes promoting SSIs (3 Each)?	10 <small>OUTR</small>	CO3
5b	Explicate the HRM functions in organizations.	10	CO2
		Marks	CO
Q 6	Answer any TWO		
6a	How business opportunities are converted to reality by entrepreneurs? <small>OUTR</small> Discuss <small>OUTR</small>	5 <small>OUTR</small>	CO1
6b	What are the ways to cure Sickness in industries ?	5	CO3
6c	Describe the locational issues that are considered before starting a SSI.	5	CO2