

University of Sargodha

BS 4th Semester/ Term Exam 2021

Subject: Information Technology

Paper: Entrepreneurship (BUSB-202/MNG-3262)

Time Allowed: 02:30 Hours

Maximum Marks: 80

Note: Objective part is compulsory. Attempt any three questions from subjective part.

Objective Part (Compulsory)

- Q.1.** Write short answers of the following in 2-3 lines each on your answer sheet. (2*16)
- i. What is entrepreneurial mind set?
 - ii. What is informal risk capital?
 - iii. What do you mean by going public?
 - iv. What is marketing plan?
 - v. What is financial plan?
 - vi. Provide two examples of intellectual property in Pakistan.
 - vii. What is innovation?
 - viii. What are the different options for the entrepreneur to raise capital?
 - ix. What are the different sources of generating business idea?
 - x. What is the difference between domestic and international opportunities?
 - xi. Provide example of each domestic and international opportunities.
 - xii. What is intrapreneur?
 - xiii. What is the importance of entrepreneurship for the entrepreneur?
 - xiv. What is the importance of entrepreneurship for the country?
 - xv. What is the difference between creativity and innovation?
 - xvi. What do you mean by ending the venture?

Subjective Part (3*16)

- Q.2.** What is business opportunity? Highlight different ways to identify business opportunities.
- Q.3.** What is the importance of business plan? Explain the different contents of business plan.
- Q.4.** Explain the concept of entrepreneurship and its importance. Also explain the concept of corporate entrepreneurship.
- Q.5.** Discuss the concept of intellectual capital and legal issues for the entrepreneur.
- Q.6.** Explain the concept of entrepreneurial strategy to enter in the market.
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