

Total No. of Questions: 6

Total No. of Printed Pages:3

Enrollment No.....



Faculty of Engineering  
End Sem (Even) Examination May-2022  
OE00035 Advanced Entrepreneurship  
Programme: B.Tech. Branch/Specialisation: All

**Duration: 3 Hrs.**

**Maximum Marks: 60**

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Which of these is not a challenge for the entrepreneur? **1**  
(a) Managing the cash flow of their business  
(b) Recruiting new employees  
(c) Choosing the product or service to sell in the market  
(d) Formulating rules and regulations relating to conducting entrepreneurship in their country
- ii. Which of these is not a category of external forces that affects a business? **1**  
(a) Competitive forces  
(b) Technological forces.  
(c) Economic forces  
(d) Socio-economic forces
- iii. Who should be involved in preparing a firm's business plan? **1**  
(a) Accountant  
(b) Engineer  
(c) Entrepreneur  
(d) None of these
- iv. What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture? **1**  
(a) Valuation  
(b) Control  
(c) Capitalization  
(d) Legal formalities

P.T.O.

[2]

- v. Ownership position of less than 50 per cent in a business is known as: **1**  
 (a) Majority Interest  
 (b) Joint Venture  
 (c) Minority Interest  
 (d) None of these
- vi. Ownership position of more than 50 per cent in a business is known as: **1**  
 (a) Minority Interest  
 (b) Joint Venture  
 (c) Majority Interest  
 (d) None of these
- vii. What is the purpose of a feasibility study for starting a new venture? **1**  
 (a) Exploring for potential customers  
 (b) Estimate sales  
 (c) To understand if there are any barriers to success  
 (d) None of these
- viii. An entrepreneur enters in to business to improved quality product by their invention and discoveries comes under- **1**  
 (a) Technical entrepreneur  
 (b) Professional entrepreneur  
 (c) Novice Entrepreneur  
 (d) All of these
- ix. Role of an Entrepreneurship in economic development- **1**  
 (a) Promotes Balanced Regional Development  
 (b) Encourages Capital Formation  
 (c) Rural Development and Reduction in Migration  
 (d) All of these
- x. Which of the Following are main non-economic factors? **1**  
 (a) Social factors  
 (b) Personality factors  
 (c) Psychological factors  
 (d) All of these
- Q.2 i. Define the term entrepreneurship. **2**  
 ii. Discuss the term pivoting with the help of an example. **3**

[3]

- iii. Discuss the need of a mentor in the field of Entrepreneurship. **5**  
 OR iv. Describe the guidelines used for choosing a model for a business. **5**
- Q.3 i. What do you understand by a breakeven point? **2**  
 ii. Create an annual sales plan for a business proposal. **8**  
 OR iii. Discuss different types of costs involved in a financial plan. **8**
- Q.4 i. Enlist different sources of funds available for a business. **3**  
 ii. What are the stages of Funding for a start-up? Explain it. **7**  
 OR iii. Discuss the importance of good team in a venture's success. What are the desirable qualities of HR manager for a start-up? **7**
- Q.5 i. Enlist the points to be considered before finalizing the logo for a business. **4**  
 ii. How will you create a good public image and presence for your business, with minimum cost? Discuss it. **6**  
 OR iii. How will you identify the technology needs for your start-up? Discuss it. **6**
- Q.6 Attempt any two:  
 i. Enlist and explain different types of entities in a business. **5**  
 ii. Discuss the important regulations for starting a venture. **5**  
 iii. What is intellectual property? Explain the detailed procedure for applying for a trademark. **5**

\*\*\*\*\*

### Marking of Scheme - OE00035 Advanced Entrepreneurship

Q.1	i.	Which of these is not a challenge for the entrepreneur?	1
	(d)	Formulating rules and regulations relating to conducting entrepreneurship in their country	
	ii.	Which of these is not a category of external forces that affects a business?	1
	(b)	Technological forces.	
	iii.	Who should be involved in preparing a firm's business plan?	1
	(c)	Entrepreneur	
	iv.	What should be the main worry of a company's founder who asks for capital in exchange for equity shares in their venture?	1
	(c)	Capitalization	
	v.	Ownership position of less than 50 per cent in a business is known as:	1
	(c)	Minority Interest	
	vi.	Ownership position of more than 50 per cent in a business is known as:	1
	(c)	Majority Interest	
	vii.	What is the purpose of a feasibility study for starting a new venture?	1
	(c)	To understand if there are any barriers to success	
	viii.	An entrepreneur enters in to business to improved quality product by their invention and discoveries comes under-	1
	(a)	Technical entrepreneur	
	ix.	Role of an Entrepreneurship in economic development-	1
	(d)	All of these	
	x.	Which of the Following are main non-economic factors?	1
	(d)	All of these	
Q.2	i.	Definition	2 marks
	ii.	Pivoting with the help of an example	3 marks
	iii.	Any five need of a mentor	5
		As per explanation	(1*5) marks
OR	iv.	Any five guidelines used for choosing	5
		As per explanation	(1*5) marks
Q.3	i.	Breakeven point	2 marks
	ii.	Create an annual sales plan for a business proposal.	8
		For complete financial plan	8 marks

OR	iii.	Each type of costs	(2*3) marks	8
		Template of financial plan	2 marks	
Q.4	i.	Sources of funds available	3 marks	3
	ii.	Stages of Start-up Funding		7
		Seed capital	2 marks	
		Angle Investor funding	2 marks	
		Rest 3 stages of Start-up Funding	(1*3) marks	
OR	iii.	Any 4 importance	(1*4) marks	7
		Any 3 qualities	(1*3) marks	
Q.5	i.	Enlist the points to be considered		4
		At least 8-point	(0.5*8) marks	
	ii.	Good public image and presence for your business		6
		At least three	(2*3) marks	
OR	iii.	Identify the technology needs		6
		Any six	(1*6) marks	
Q.6		Attempt any two:		
	i.	Enlist and explain		5
		Any 2 types	(2.5*2) marks	
	ii.	Important regulations for starting a venture	(2.5*2) marks	5
	iii.	Intellectual property	2 marks	5
		Procedure for applying for a trademark	3 marks	

\*\*\*\*\*