

Enrollment No.....



Faculty of Engineering
End Sem (Even) Examination May-2022
EN5HS01 Entrepreneurship & Management

Programme: M.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 the following shows the process of creating something new? **1**
 (a) Business Model (b) Innovation
 (c) Marketing (d) Creative Flexibility
- ii. What is the process by which individuals pursue opportunities without regard to resources they currently control? **1**
 (a) Entrepreneurship (b) Startup
 (c) Financial Planning (d) Feasibility planning
- iii. The development of a new venture based on an inventor's work often requires _____. **1**
 (a) Highly Educated Staff (b) Heavy Investment
 (c) Skilled Human Resource (d) Expertise of an Entrepreneur
- iv. The _____ plan shows whether the business is economically feasible or not. **1**
 (a) Financial (b) Economic (c) Business (d) Marketing
- v. Why do entrepreneurship and innovation go hand in hand? **1**
 (a) It pursues innovative commercial opportunities
 (b) It identifies business opportunities
 (c) Calculated risk to pursue business opportunity
 (d) All of these
- vi. Entrepreneurship can best be described as- **1**
 (a) A process that requires setting up a business
 (b) Taking a significant risk in a business context
 (c) Having a strong vision
 (d) A process involving innovation, new products or services, and value creation

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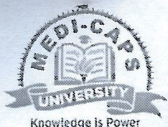
[2]

- vii. The structure in which there is separation of ownership and management is called: **1**
 (a) Sole Proprietorship (b) Partnership
 (c) Company (d) All Business Organization
- viii. Profits do not have to be shared. This statement refers to- **1**
 (a) Partnership (b) Joint Hindu family business
 (c) Sole proprietorship (d) Company
- ix. Planning, organizing, directing and controlling are the: **1**
 (a) Functions of Management
 (b) Goals of Management
 (c) Results of Management
 (d) All of these
- x. Strategic planning is done by: **1**
 (a) Non-Supervisory Employee
 (b) Supervisory Manager
 (c) Middle Manager
 (d) Top Manager
- Q.2 Attempt any two:
- i. Discuss the role of manager as entrepreneur. Also describe Role of entrepreneurship in economic development. **5**
- ii. Describe ethical and social responsibilities of an entrepreneur. **5**
- iii. Explain qualities of an entrepreneurs. **5**
- Q.3 Attempt any two:
- i. What is the significance of the preparation of a business plan for an entrepreneur? **5**
- ii. Describe the need of financial plan in business enterprise. **5**
- iii. Elaborate common errors in business plan formulation. **5**
- Q.4 i. Discuss the importance of innovation in development of an enterprise. **3**
- ii. What are the stages of product life cycle from the production perspective? **7**
- OR iii. How product development process helps in designing and developing competitive product strategy? Explain it. **7**

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- Q.5 i. Write short note on cooperative organizations. **4**
 ii. Define ownership. Write its merits and demerits. **6**
- OR iii. Discuss the leadership styles to manage modern industry of India. **6**
- Q.6 Attempt any two:
- i. Discuss the importance of planning and its procedure in service organization. **5**
- ii. Describe in brief line and staff conflict and its solution. **5**
- iii. What do you mean by controlling? Explain the techniques of controlling. **5**

Scheme of Marking

 <p>Medi-Caps UNIVERSITY Knowledge is Power</p>	<p>Faculty of Engineering End Sem (Even) Examination May-2020² Entrepreneurship & Management (EN5HS01)</p> <p>Programme: M.Tech. Branch/Specialisation:</p>	
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Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	<p>Which of the following shows the process of creating something new?</p> <p>i. Business Model ii. Innovation iii. Marketing iv. Creative Flexibility</p>	1
	ii)	<p>What is the process by which individuals pursue opportunities without regard to resources they currently control?</p> <p>i. Entrepreneurship ii. Startup iii. Financial Planning iv. Feasibility planning</p>	1
	iii)	<p>The development of a new venture based on an inventor's work often requires</p> <p>I. Highly Educated Staff II. Heavy Investment III. Skilled Human Resource IV. Expertise of an Entrepreneur</p>	1
	iv)	<p>The _____ plan shows whether the business is economically feasible or not. a. Financial</p> <p>i. Financial ii. Economic iii. Business iv. Marketing</p>	1
	v)	<p>Why do entrepreneurship and innovation go hand in hand</p> <p>I. It pursues innovative commercial opportunities II. It identifies business opportunities III. Calculated risk to pursue business opportunity IV. All of the Above</p>	1
	vi)	Entrepreneurship can best be described as	1

		<p>a) a process that requires setting up a business b) taking a significant risk in a business context c) having a strong vision d) a process involving innovation, new products or services, and value creation</p>	
	vii)	<p>The structure in which there is separation of ownership and management is called</p> <p>a) Sole Proprietorship b) Partnership c) Company d) All Business Organization</p>	1
	viii)	<p>Profits do not have to be shared. This statement refers to</p> <p>a) Partnership b) Joint Hindu family business c) Sole proprietorship d) Company</p>	1
	ix)	<p>Planning, organizing, directing and controlling are the:</p> <p>a) Functions of Management b) Goals of Management c) Results of Management d) All of the Above</p>	1
	x)	<p>Strategic planning is done by:</p> <p>i. Non-Supervisory Employee ii. Supervisory Manager iii. Middle Manager iv. Top Manager</p>	1
Q.2		Attempt any two questions	
	i.	Discuss the role of manager as entrepreneur? Also describe Role of entrepreneurship in Economic Development?	5
	ii.	Describe ethical and social responsibilities of an entrepreneur?	5
	iii.	Explain Qualities of an Entrepreneurs?	5
Q.3		Attempt any two questions	
	i	What is the significance of the preparation of a business plan for a entrepreneur?	5
	ii	Describe the need of financial plan in business enterprise?	5
	iii	Elaborate common errors in business plan formulation	5
Q.4			
	i	Discuss the importance of innovation in development of an enterprise?	3

	ii	What are the stages of product Life Cycle from the production perspective? <i>Diagram-2, Description-5</i>	7
OR	iii	How product development process help in designing and developing competitive product strategy? Explain <i>explain 4 points</i>	7
Q.5	i	Write short note on Cooperative organizations?	4
	ii	Define ownership? Write its merits and demerits <i>2+2+2</i>	6
OR	iii	Discuss the leadership styles to manage modern industry of India. <i>Describe 3 styles</i>	6
Q.6		Attempt any two:	
	i	Discuss the importance of <u>planning</u> and its <u>procedure</u> in service organization. <i>2+3</i>	5
	ii	Describe in brief Line and staff conflict and its solution <i>ans 3</i>	5
	iii	What do you mean by controlling? Explain the techniques of controlling <i>2+3</i>	5
