

BIRLA INSTITUTE OF TECHNOLOGY, MESRA, RANCHI
(END SEMESTER EXAMINATION)

CLASS: MBA
BRANCH: MANAGEMENT

SEMESTER : IV
SESSION : SP/2023

TIME: 3 HOURS

SUBJECT: MT501 ENTREPRENEURSHIP

FULL MARKS: 50

INSTRUCTIONS:

1. The question paper contains 5 questions each of 10 marks and total 50 marks.
 2. Attempt all questions.
 3. The missing data, if any, may be assumed suitably.
 4. Before attempting the question paper, be sure that you have got the correct question paper.
 5. Tables/Data hand book/Graph paper etc. to be supplied to the candidates in the examination hall.
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Q.1(a)	'Entrepreneurship and economic development are two sides of a coin.' Examine the statement critically with the help of examples.	[5] 1	3
Q.1(b)	Interpret the Entrepreneurial Environment which would help an IT Startup.	[5] 1,3	3
Q.2(a)	In what way does SWOT analysis help in the identification of key drivers for one's business? Explain with the help of an example.	[5] 3	4
Q.2(b)	Organize the elements of a Business Plan in such a way that you can launch a metrocity-product in rural area.	[5] 4,5	4
Q.3(a)	What are the pertinent issues that need to be precisely addressed to explain the need for money for a start-up?	[5] 2	3
Q.3(b)	Compare Partnership and company, try to find the advantage of both forms of organizations.	[5] 1,3	4
Q.4(a)	How can an inventor find out whether s/he needs a patent, trademark and/or copyright protection? Explain by giving concrete examples.	[5] 5	3
Q.4(b)	Argue that "Patent leads to positive monopoly for the inventor". Cite Example.	[5] 4,5	5
Q.5(a)	What is Corporate Social Responsibility (CSR)? How does CSR contribute to Sustainable Development? Illustrate with a suitable example from the Indian corporate world.	[5] 1 & 4	5
Q.5(b)	Critique on the statement "Entrepreneurs are innovators". Cite Examples.	[5] 3,4	5

:24/04/2023 E: