



II. Short Answer Type Questions [2/3 Marks]

Question 1. Who are Fabian Entrepreneurs? Give one example.

Answer:

1. Fabian entrepreneurs are very shy and lazy.
2. They are very cautious and skeptical while practising any change.
3. Their dealings are determined by customs, religion, tradition and past practices and experience.
4. They do not venture or take risks. They are rigid and fundamental in their approach.
5. They are second generation entrepreneurs in a family business enterprise. They follow the footsteps of their predecessors.
6. They imitate only when they are sure that failure to do so would result in a loss of the relative position in the enterprise.

Question 2. Name few first generation entrepreneurs.

Answer:

- Dhiru Bhai Ambani (Reliance)
- Naresh Goyal (Jet Airways)
- N.R. Narayan Murthy (Infosys).

Question 3. Who are called technical entrepreneurs?

Answer: Entrepreneurs have a science and technology background who is building a business where technology is core to the business. For example: N.R. Narayan Murthy (Infosys)

Question 4. Define women entrepreneurs.

Answer: The Government of India has defined an enterprise owned and controlled by women having a minimum financial interest of 51 per cent of the capital and giving 51 per cent of the employment generated in the enterprise to women.

Question 5. Who are called women entrepreneur?

Answer: Women entrepreneurs are those who belong to female sex. They establish a business enterprise, initiate it, organise all resources, operate and undertake risk and give contribution for the growth of the countries. They are generally found in developed and developing countries.

Question 6. Why are innovative entrepreneurs generally aggressive?

Answer: Innovative entrepreneurs are generally aggressive. They believe in experimentation and attractive possibilities into practice. They are one who quickly introduces new products, new methods of productions and new technology and explore new markets.

Question 7. Give common examples of unethical action performed by an enterprise or entrepreneur.

Answer: Some common examples of unethical action by an enterprise or an entrepreneur.

- Theft
- Manipulating suppliers

- Bribery
- Embezzlement
- Evading Taxes
- Failure to withdraw a defective product from the market place
- Adulteration
- Stealing supplies
- Falsification

Question 8. Name few institutions in India which are famous for giving away innovation awards.

Answer: In India few institutions like, Marico, manufacturers of Parachute hair oil, Saffola, Kaya Skin Clinic Industries have institutionalised innovation awards, where they receive 30-40 entries every year for innovations across the spectrum, including factories, brand, sales and HR, virtually covering the whole organisation.

Question 9. When and by whom was Kinetic engineering Ltd. founded?

Answer: Kinetic Engineering Limited is the flagship company of Firodia Group of companies, one of the pioneering groups in automobiles in India, founded in 1972 by Mr. H.K. Firodia.

Question 10. Name the model of bicycle introduced by Kinetic Engineering Ltd. through intrapreneurship.

Answer: The company encourages employees to use their time efficiently for innovation in its upcoming products. The Kinetic Zing model of bicycle was the idea of an employee working in the corporation.

Question 11. Explain the consequences of not encouraging intrapreneurship with the help of an example.

Answer: The important consequences of not encouraging intrapreneurship:

1. Employee may leave the job and may start his/her own business.
2. He may get frustrated.
3. He may sell his idea to a competitor.
4. He may not work with efficiency and will not work on time.

Example: A classic case of entrepreneurs is that of the founders of Adobe, John Warnock and Charles Geschke. They both were employees of Xerox. As employees they were frustrated because their new product ideas were not encouraged. They quit Xerox in the early 1980s to begin their own business. Currently, Adobe has an annual turnover of over \$3 billion.

Question 12. Name the Latin word for 'motivation'.

Answer: The word 'motivation' has its origin in the Latin word 'movere,' meaning "to move." Psychologically, it means an inner or environmental stimulus to action, forces or the factors that are responsible for initiation, sustaining behaviour.

Question 13. List out the competencies and state which one is the most important and why.

Answer: Entrepreneurial competencies are as follows:

- Creativity and Innovation
- Risk Taking and Risk Management
- Problem Solving
- Leadership
- Persistence
- Quality Performance
- Initiative
- Information seeking
- Systematic Planning
- Persuasion and Influencing Others

- Enterprising Launching Competencies

Persistence is one of the most important competencies because this quality enables the entrepreneur to continue with the task and also to fight against the difficulties and obstacles faced. Hard-work always leads to the success of the enterprise.

Question 14. Name the person who introduced first motivational theory and when.

Answer: Motivation theory is being considered the first theory that is being recalled is Maslow's hierarchy of needs which he has introduced in his 1943 article named as "A Theory of Human Motivation". According to this theory, individual strives to seek a higher need when lower needs are fulfilled. Once a lower-level need is satisfied, it no longer serves as a source of motivation. Needs are motivators only when they are unsatisfied.

Question 15. Why are imitative entrepreneurs are also revolutionary and important?

Answer: The imitative entrepreneurs are also revolutionary and important because they contribute to the development of underdeveloped economies. Example: The local mobile companies using the same technology as big companies to manufacture their products.

Question 16. What do trading entrepreneurs do to promote their business?

Answer: They have to identify the potential market for his product in order to stimulate the demand and they push many ideas ahead of others in the form demonstration to promote their businesses.

Question 17. What is the strength of industrial entrepreneur?

Answer: They have the ability to convert economic resources and technology into a profitable venture. For example: Enterprises like Hero Motor corp and Hyundai Corporation.

Question 18. Name the type of an entrepreneur who concentrate more on production than marketing.

Answer: The entrepreneurs who are technical by nature in the sense of having the capability of developing new and improved quality of goods and services out of their own knowledge, skill and specialisation are called a technical entrepreneur. They are essentially compared to craftsmen who concentrate more on production than marketing.

Question 19. "Professional Entrepreneurs are dynamic in nature". How?

Answer: Professional entrepreneurs make it their profession to establish business enterprises with a purpose, to sell them once they are established. He/she is always looking forward to develop alternative projects by selling the running business. He is not interested in managing operations of the business established by him that is why they are called as dynamic entrepreneur.

Question 20. Why can't attitude be directly observed?

Answer: Attitude cannot be directly observed as it constitutes a psychological phenomenon. However, we may observe an attitude indirectly through observing its consequences. For example, if a person is highly productive, we may infer that he has a positive attitude towards his work.

Question 21. Why do prospective entrepreneurs become induced?

Answer: Sometimes prospective entrepreneurs are induced or even forced by their special circumstance, such as loss of job or inability to find a suitable job according to their talent and merit to adapt to entrepreneurship.

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