

Time: 3 Hrs

Max marks: 60

Notes:

- 1) Attempt all five questions & each question carries 12 marks.
- 2) In answering, you have to use your own language and only the case studies discussed in the classes (Real / virtual).
- 3) Draw double underline at the end of each question.

Q1) Evan Spiegel Bobby Murphy Reggie Brown, Founders of Snapchat, Headquarters Santa Monica, California, U.S., appointed you to give seminar on "What is entrepreneurship and why entrepreneur is needed for a country?" Do the same on the answer sheet.

OR

Q2) Steve Huffman; Alexis Ohanian, Founders of Reddit, Headquarters: San Francisco, California, hired you to give presentation on "Perceiver role of an entrepreneur, with the same case study we discussed in the class room".

Q3) Stewart Butterfield Caterina Fake, Founder of Flickr, Headquarters San Francisco, California, U.S. to Explain "the characteristics (Seeking Feedback, Achiever, Visionary, Organizing skill power to Control) of entrepreneurs with the case studies". Please do the same in the answer sheet with the case studies discussed in the classroom.

OR

Q4) David Karp, Founder of Tumblr, Headquarters New York City, United States selected you for consultancy to their employees on "the characteristics (Energetic, Team Building quality, Independent, Committed & Confident and Optimistic) of entrepreneurs with the case studies". Please do the same in the answer sheet with the case studies discussed in the classroom.

Q5) Brian Acton and Jan Koum, Founders of WhatsApp, Headquarters: Menlo Park, California, United States, appointed you to give lesson to their HR Dept "take one business plan and make a project report for that company".

OR

Q6) Ben Silbermann, Founder of Pinterest, San Francisco, California, United States) appointed you as a consultant for their employees on "Elephant has two set of teeth-one to show off and the other to chew with (Hathi ke dant dekhane ke aur khane ke aur). What you see is not necessarily true." Explain the statement with the case studies discussed in the classroom."

Q7) Jawed Karim, Steve Chen & Chad Hurley Founders of YouTube, San Bruno, California, United States hire you to employee development program for "the concept / structure of MSME in India and why there is no organization to support large scale organization? What is structure/classification of MSME in India".

OR

Q8) Kevin Systrom (Co-founder) of Instagram, Menlo Park, CA, approached you to give lecture on "MSME different organization".

Q9) Reid Hoffman, Co-Founder of LinkedIn, Headquarters: Sunnyvale, California, Parent organization: Microsoft Corporation hire your services to explain their leaders on "IPR (Intellectual Property Rights)".

OR

Q10) Jack Dorsey & Evan Williams Co-Founder of Twitter, Headquarters: San Francisco, California, United States approached you to delivered a lecture on "appointed you to explain trademark & case study about it". Explain the same on the answer sheet what you have taught in the class room only (Manikchand)".

| <b>Institute of Engineering and Technology, DAVV, Indore</b><br><b>Class Test I, BE IIIrd Year,</b><br><b>IT (3SS206), Mechanical (SMR6S6), E&amp;I (SIR6S6)</b><br><b>Entrepreneurship Development &amp; IPR</b> |   |     | 16M6019 |
|---|---|-----|---------|
| Time : 70 Min   |   |     | M.M.20  |
| <b>Note : All questions are compulsory. Answer to all questions in bullet points only.</b>  |   |     |         |
| Q1  | <p>A landless woman from Bihar has been nominated among the top 25 farmers in Asia by a Mexican website. Forty-five years old Lalmuni Devi was a daily wage laborer when she decided to take destiny into her own hands and transformed herself into a successful mushroom farmer. Today she manages to make Rs. 12,000 every month for an investment of only Rs.600. Her feat finds mention on a Mexican website that has grouped her as the top 25 inspirational farmers in its photo gallery.</p> <p>The success story has caught on many women in the Azadpur village on the outskirts of Patna. Lalmuni's effort has paved the way for many other landless women to take up mushroom farming and earn a livelihood for their family with little effort.</p> <p>1. What inspiring feat did Lalmuni Devi perform?<br/> 2. What characteristics of entrepreneur did Lalmuni Devi exhibit?<br/> 3. What are the benefits and risks of becoming an entrepreneur? How can you guard against the risks?</p> | [6] |         |
| Q2  | <p>Write note on the following:</p> <p>a) Differentiate between Businessman and Entrepreneur<br/> b) Imitative entrepreneur with an example.<br/> c) Importance of entrepreneurship in economic development.</p>  | [6] |         |
| Q3  | Explain internal motivating factors behind entrepreneurship.  | [6] |         |
| Q4  | Kavita has observed that there can be a good market for hand-knitted cotton and woolen trendy garments for small kids up to the age of three years. She thought of starting a enterprise for the same. She also ensured that the enterprise will require 10 – 15 trained workers and an investment of rupees two lakhs. This will give 40% annual return on investment. Quoting lines from the above para, identify the type of enterprise (according to MSME classification) being stated in the above para.   | [2] |         |

| <b>Institute of Engineering and Technology, DAVV, Indore</b><br><b>Class Test II, BE IIIrd Year,</b><br><b>IT (3SS206), Mechanical (SMR6S6), E&amp;I (SIR6S6)</b><br><b>Entrepreneurship Development &amp; IPR</b> |  |     |        |
|--|--|-----|--------|
| Time : 70 Min  |  |     | M.M.20 |
| <b>Note : All questions are compulsory. Answer to all questions in bullet points only.</b>   |  |     |        |
| Q1   | <p>Vikram, a new generation high tech farmer is involved in organic farming. He realized that there was a huge market for his fruits and vegetables as people have become diet conscious and prefer to eat healthy food. Keeping this in mind, he decided to open 'Salad bars and organic fruit juice corners' in prominent malls in Delhi. Now he needed a 'road map' for himself to start the venture.</p> <p>(a) Identify the term used for 'road map' by Vikram. (b) Why this road map is required? (c) Identify the format of roadmap required by Vikram to start his venture.</p>                            | [7] |        |
| Q2   | <p>Amish has the habit of reading newspaper on a daily basis. The latest headlines caught his attention. The headlines read as follows, "Government plans to offer subsidy to manufacturers of solar panels". He had also heard from his friend that individual house owners are preferring to install solar panels to save electricity. He started to make connections that led him to a business idea of establishing a small-scale industry manufacturing solar panel. Identify and explain this way of identification by Amish which has helped him to understand the market and produce goods accordingly</p> | [3] |        |
| Q3   | Explain the first three steps in the process of 'creativity'.  | [3] |        |
| Q4   | State the factors that an entrepreneur has to take into consideration while assessing the market.  | [4] |        |
| Q5   | <p>Rishabh lives in Vijay Nagar, a residential colony near Delhi University (DU). Being close to DU this area is a hub for students who come from outside Delhi to study here as they find good accommodation with Tiffin service readily available. Rishabh has a vacant residential building there. He found it to be an attractive economic idea to start a Paying Guest House. He knows that he has a good market because of the location of his building. Explain any three feasibility he has to ensure before opting for this opportunity.</p>  | [3] |        |

**Institute of Engineering and Technology, DAVV, Indore**  
**Class Test III, BE IIIrd Year,**

**IT (3SS206), Mechanical (SMR6S6), E&I (SIR6S6)**

**Entrepreneurship Development & IPR**

Time: 70 Min

M.M.20

**Note : All questions are compulsory. Answer to all questions in bullet points only.**

- ✓ Q1 Write an explanatory note on the "needs of institutional support to entrepreneurs".
- ✓ Q2 Critically evaluate the role of the following organizations (agencies) in developing Entrepreneurship.
  - a) DIC
  - b) SIDO
  - c)
- ✓ Q3 Expand the terms: WIPO, NABARD, SSIDC, SSIB, EDII, ICICI, TCO and STEPs
- ✓ Q4 What are Copyrights? What types of items are covered under Copyright Act?
- Q5 Imagine a footballer sets up his own company to sell his own range of clothes. What type of intellectual property can he use to show that the clothes are made by his company? Explain the type of IP identified above.

Or
- ✓ If a company develops a new technology that improves its main product, what type of intellectual property can they use to stop others from copying their invention? Explain the type of IP identified above.
- Q6 Explain the concept of Geographical Indication (GI). List out any ten items of India that are granted with 'Geographical Indications' tag.