



Name : .....

Roll No. : .....

Invigilator's Signature : .....

**CS / B.Tech(APM) / SEM-8 / APM-802F / 2013**

**2013**

**ENTREPRENEURSHIP**

*Time Allotted : 3 Hours*

*Full Marks : 70*

*The figures in the margin indicate full marks.*

*Candidates are required to give their answers in their own words as far as practicable.*

**GROUP – A**

**( Multiple Choice Type Questions )**

1. Choose the correct alternatives for the following :  $10 \times 1 = 10$ 
  - i) Creativity
    - a) needs sound knowledge
    - b) needs high level of intelligence
    - c) needs team work
    - d) is a basic quality of a human being.
  - ii) Technical and technological innovations involve
    - a) improving products and production processes
    - b) introduction of a new product which is well accepted by the customers
    - c) introduction of improved relationship between managers and subordinates
    - d) introduction of new methods of management.
  - iii) Idea incubation
    - a) is a process of marketing new products
    - b) is a process to increase production rate
    - c) is a process for bringing ideas into reality
    - d) is a process of improving product quality.



- iv) Micro-manufacturing enterprises involve investment up to
  - a) Five lakhs
  - b) Ten lakhs
  - c) Twenty lakhs
  - d) Twenty-five lakhs.
- v) What is most important in a business plan ?
  - a) Type of products to be manufactured
  - b) Volume of output
  - c) Measures to maintain quality of products
  - d) Cash flow analysis and specific implementation details.
- vi) The four P's of modern marketing mix are Product, Price, Promotion and
  - a) People
  - b) Plan
  - c) Place
  - d) Profit.
- vii) Advertising a product is a part of marketing strategy regarding
  - a) promotion
  - b) segmentation
  - c) pricing
  - d) positioning.
- viii) The focal point of any successful enterprise is
  - a) innovation
  - b) creativity
  - c) money
  - d) growth.
- ix) Each quality entrepreneur is concerned over the management of man, material, machine, method of production and means (5M's) of working to control over
  - a) Capital
  - b) Quantity
  - c) Quality
  - d) Attitude.
- x) "Exploratory" creativity involves
  - a) Transformation of some dimension of the structure
  - b) New combinations of familiar ideas
  - c) Generation of new ideas
  - d) None of these.



**GROUP – B**

**( Short Answer Type Questions )**

Answer any *three* of the following.  $3 \times 5 = 15$

2. a) Define creativity and innovation.  
b) What are the different types of creativity ?  $( 2 \times 1 ) + 3$
3. Write in short about the process from identification of ideas to their implementations.
4. a) What is meant by industrial dispute ?  
b) What are the different industrial dispute settlement machineries in India ?  $2 + 3$
5. Most of the entrepreneurial skills are acquired than inherited. Explain with suitable examples.
6. "Quality Entrepreneur is essential to Small Business." Justify your answer with suitable reasons.

**GROUP – C**

**( Long Answer Type Questions )**

Answer any *three* of the following.  $3 \times 15 = 45$

7. a) Justify the statement "Creativity leads to innovation".  
b) Discuss about the barriers and challenges faced in administration of innovation mechanism. Also give suggestions to meet the challenges and strengthen the innovation system in India.  $6 + 9$



8. a) Discuss about the different stages for systematic implementation of new ideas.
- b) Discuss in detail about the business plan structure in India. 6 + 9
9. Discuss in detail about the different causes of industrial dispute in India.
10. Discuss the level of personal competencies required for becoming a successful entrepreneur. Mention different challenges to be overcome by a successful entrepreneur in his venture. 10 + 5
11. Describe different entrepreneurial models for selection of entrepreneurial ability of human beings. Hence explain the overall quality characteristics that an entrepreneur can possess. 9 + 6
-