

Term End Examination: June – 2018
Management Programme
Entrepreneurship Development

MP-11

Time: 3 hours

Full Marks: 100

Read the instructions carefully before attempting questions from each group.

GROUP – A

Q.No. 1. Answer all questions selecting the right options. Each carries 1 Mark [1 X 10 = 10]

- i. Which of the following shows the process of creating something new?
 - a. Business model
 - b. Modeling
 - c. Innovation
 - d. Creative flexibility

- ii. Which one of the following gives suggestions for new product and also help to market new products?
 - a. Existing products and services
 - b. Distribution channels
 - c. Federal government
 - d. Consumers

- iii. Which of the following is used by entrepreneurs to acquire experience in an international market before making a major commitment?
 - a. Merger
 - b. Joint venture
 - c. Minority interest
 - d. Majority interest

- iv. What is the process by which individuals pursue opportunities without regard to resources they currently control?
 - a. Startup management
 - b. Entrepreneurship
 - c. Financial analysis
 - d. Feasibility planning

- v. Having less than 50 percent of equity share in an international venture is called:
 - a. Minority interest
 - b. Joint venture
 - c. Majority interest
 - d. Exporting

- vi. Having more than 50% ownership position that provides the entrepreneur with managerial control is called:
- Joint venture
 - Majority interest
 - Horizontal merger
 - Diversified activity merger
- vii. Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?
- New business model
 - Anatomization
 - Creative destruction
 - None of the given options
- viii. Which of the following is alternatively called corporate venturing?
- Entrepreneurship
 - Intrapreneurship
 - Act of stating a new venture
 - Offering new products by an existing company
- ix. Individuals influencing an entrepreneur's career choice and style are known as which of the following?
- Role model
 - Moral-support network
 - Professional support network
 - Support system
- x. The level at which an individual is viewed by society is called:
- Financial status
 - Qualification
 - Social status
 - Achievement

GROUP – B

Q.No. 2. Answer any 4 questions each within 50 words. Each carries 5 marks [5 X 4 = 20]

- Who is an Entrepreneur?
- How an entrepreneur is different from a manager?
- What is meant by intrapreneur?
- What is infrastructure project?

- e) What is ease of doing business?
- f) Highlight the role of an entrepreneur in Indian society.

GROUP – C

Q.No.3. Answer any 4 questions each within 200 words. Each carries 10 Marks [10 X 4 = 40]

- a) Why creativity and innovation are considered to be important for entrepreneurs to succeed in life?
- b) Mention some important characteristics of successful entrepreneurs.
- c) Briefly explain the evolution of entrepreneurship in India?
- d) Discuss the role of IDCO in terms of business in Odisha.
- e) What is incubation? Discuss the objective of the ATAL Incubation Centre (AIC).
- f) Define sole proprietorship and discuss its advantages and disadvantages.

GROUP – D

Q.No.4. Answer any 2 questions each within 250 words. Each carries 15 Marks. [15 X 2 = 30]

- a) By taking examples of few successful entrepreneurs, discuss how they have exploited an opportunity to establish a profitable enterprise?
 - b) Discuss the stages involved in opportunity recognition.
 - c) Discuss in detail the key elements of making a business plan.
 - d) Discuss the Implications of entrepreneurship for emerging economies like India.
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