

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

**CLASS: MBA
BRANCH: MBA**

**SEMESTER : III
SESSION : MO/2023**

SUBJECT: MT501 ENTREPRENEURSHIP

TIME: 3 Hours

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.
-

		CO	BL
Q.1(a)	Explain the Concept of Entrepreneurship with relevant example.	[5] 1	2
Q.1(b)	Describe the role of startup - environment in the Small-Scale Industry Development.	[5] 3	2
Q.2(a)	Interpret the actual objectives of a B-plan. What are the sections of a B-plan format?	[5] 6	3
Q.2(b)	Formulate a B-plan to re-launch an old mobile model in a rural market.	[5] 5	6
Q.3(a)	Classify the various sources of Finance for a startup.	[5] 4	2
Q.3(b)	Interpret the statement "Startups Involve risk investments".	[5] 1	3
Q.4(a)	Describe the concept of Intellectual Property Rights with Examples.	[5] 2	2
Q.4(b)	Critique the statement "Monopoly is not always bad for Intellectual Innovation".	[5] 3	5
Q.5(a)	Discuss the Role of Marketing for Building a Startup.	[5] 1	2
Q.5(b)	Examine the Role of Technology in Innovations of a Startup.	[5] 2	4

::: 21/11/2023 ::: E