

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

**CLASS: MBA
BRANCH: MANAGEMENT**

**SEMESTER : III
SESSION : MO/2024**

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.
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|--------|--|-------|-----|
| Q.1(a) | Entrepreneur is "a person with leadership, which take risks to exploit certain opportunities, are based more on their forces, develop its strategy based almost entirely by personal interests". Do you agree? Why or why not? Explain in details in the light of above statement. | [5] 1 | 1 |
| Q.1(b) | There are large numbers of varied factors which contribute to the growth of entrepreneurship. Explain in details the various factors affecting entrepreneurial growth. | [5] 1 | 1,2 |
| Q.2(a) | "Generating business ideas is described as the process of creating, developing and communicating abstract, concrete or visual ideas". Do you agree? Why or why not? Explain in details in the light of above statement. | [5] 2 | 2 |
| Q.2(b) | The term "competitive advantage" traditionally refers to the business world, but can also be applied to a country, organization, or even a person who is competing for something. Do you agree? Why or why not? Explain the concept of "competitive advantage" in the light of above statement. | [5] 2 | 1,2 |
| Q.3(a) | "When a company is still private, equity financing can be raised from angel investors, crowdfunding platforms, venture capital firms, or corporate investors". Do you agree? Why or why not? Explain the above statement by emphasizing that ultimately, shares can be sold to the public in the form of an IPO. | [5] 3 | 2 |
| Q.3(b) | Write a short note on "Financial Institutions" in Indian context. | [5] 3 | 1,2 |
| Q.4(a) | "Innovation plays a key role in introducing novelty to existing product lines or processes, leading to increased market share, revenue, and customer satisfaction". In the light of above statement, explain the concept of Innovation. | [5] 4 | 2 |
| Q.4(b) | Write a short note on "Laws related to IPR in India". | [5] 4 | 2,3 |
| Q.5(a) | Write a short note on "Entrepreneurship Development Institute of India". | [5] 5 | 3 |
| Q.5(b) | What are the various government schemes launched to develop and encourage entrepreneurship in India? Explain in details. | [5] 5 | 1,3 |

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