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Barasat, Kolkata -700125

BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – Dip.CSE-2019/Dip.CSE-2020

Course Name – Industrial Management & Entrepreneurship

Course Code - DCSE601

(Semester VI)

Full Marks : 60

Time : 2:30 Hours

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group-A

(Multiple Choice Type Question)

1 x 15=15

1. Choose the correct alternative from the following :

- (i) Locate the Institution from which an entrepreneur takes long term loan.
- | | |
|----------------------------|------------------------------|
| a) SIDBI | b) Small Venture capitalists |
| c) Cooperative rural banks | d) Cooperative banks |
- (ii) Match an Entrepreneur from the following:
- | | |
|---------------|--------------|
| a) Missionary | b) Visionary |
| c) Innovator | d) Initiator |
- (iii) Define "Self efficacy".
- | | |
|-----------------------|--------------------|
| a) Self achievement | b) Self confidence |
| c) self advertisement | d) own pride |
- (iv) Chart why Licensing is a significant marketing strategy in India.
- | | |
|--|---------------------------|
| a) Use intellectual property of others | b) Pirate others' patents |
| c) Grow the business in new markets | d) Control the costs |
- (v) Trace the need of entrepreneurship.
- | | |
|----------------------------|--------------------------|
| a) For invention | b) To fill gap in growth |
| c) For healthy competition | d) All of these |
- (vi) Recite the institution(s) involved in entrepreneurship development.
- | | |
|--------------------------|-----------------------------|
| a) EDII | b) NIESBUD |
| c) Both EDII and NIESBUD | d) Neither EDII and NIESBUD |
- (vii) Infer the level at which an Entrepreneur is viewed by society.
- | | |
|---------------------|---------------------|
| a) Financial status | b) Achievement |
| c) Social Status | d) All of the above |
- (viii) Recall "Tinny scale" industry as...
- | | |
|-------------------------|----------------------|
| a) Labour intensive | b) Capital intensive |
| c) Technology intensive | d) None of these |
- (ix) List from the following the idea generation method that focuses on parameters.
- | | |
|-----------------------------|--------------------------|
| a) Brainstorming | b) Reverse brainstorming |
| c) Creative problem solving | d) Synoptic |

- (x) Determine the sources of various business opportunities from the following:
a) Newspapers
b) Journals
c) Government press release
d) All of these
- (xi) Select the situation where Entrepreneurship is needed to grab business opportunities.
a) For new innovation
b) To fill gap in growth
c) For healthy competition
d) All of these
- (xii) Describe how principles of management are formed.
a) In a laboratory
b) By experiences of management
c) By experiences of customers
d) By propagation of social scientists
- (xiii) Locate where "MSME-DI" is operating.
a) State level
b) Block level
c) District level
d) National level
- (xiv) Judge the "High potential venture".
a) Has the same growth potential as a life style firm
b) Starts out like a life style firm
c) Draws the interest of private investors only
d) None of these
- (xv) Locate the sources of information for an entrepreneur about competitors.
a) Websites
b) Product information leaflets
c) Company reports
d) All of these

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Write in short "venture capital". (3)
3. Explain idea generation in a business context. (3)
4. Examine the concept capacity planning. (3)
5. Define the objectives of National Institute of Small Industries Extension Training. (3)
6. Illustrate the six basic steps in the procedure of method study. (3)

OR

It is important to maintain quality. Appraise the statement. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. List five types of Inspection in Quality Control. (5)
8. Explain the ERG theory of motivation in the context of entrepreneurship. (5)
9. Express five qualities of a good manager. (5)
10. Appraise the steps in launching of small business. (5)
11. Evaluate the factors affecting business environment. (5)
12. Appraise the components for writing a business plan. (5)

OR

Analyze how is McClelland theory of motivation is applicable to an entrepreneur. (5)