



## BRAINWARE UNIVERSITY

Term End Examination 2023

Programme – Dip.CSE-2019/Dip.CSE-2020

Course Name – Industrial Management & Entrepreneurship

Course Code - DCSE601

( Semester VI )

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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) Match the Entrepreneurship process from the following:

- |                             |                   |
|-----------------------------|-------------------|
| a) Creating new ventures    | b) Doing business |
| c) Creating an organization | d) None of these  |

(ii) Discover a network entrepreneur who is an individual and identifies his or her business idea.

- |                            |  |
|----------------------------|--|
| a) On their own            | b) Through the assistance of a paid consultant |
| c) Through social contacts | d) With one or more partners                   |

(iii) All of the following are important elements of the financial data and projections section of a business plan EXCEPT one. Identify that exception.

- |                        |                                |
|------------------------|--------------------------------|
| a) PERT analysis       | b) Projected income statements |
| c) Break-even analysis | d) Cost controls               |

(iv) As per Maslow's Need Hierarchy Theory, predict what an entrepreneur should focus on:

- |                        |                             |
|------------------------|-----------------------------|
| a) Physiological needs | b) Social needs             |
| c) Self-Esteem needs   | d) Self-Actualization needs |

(v) Express "PMKVY" from the following:

- |  |  |
|--|--|
| a) Prime Minister's Kaushal Vikas Yojana | b) Pradhan Mantri Kaushal Vikas Yojana |
| c) Prime Minister's Kristi Vikas Yojana  | d) Pradhan Mantri Kristi Vikas Yojana  |

(vi) Choose the most popular financial option for Entrepreneur.

- |                        |                    |
|------------------------|--------------------|
| a) Angel Investors     | b) Credit Cards    |
| c) Venture Capitalists | d) Public Offering |

(vii) Judge the best channels which give suggestions for new product and help to penetrate new market.

- |  |                          |
|--|--------------------------|
| a) Existing Products & Services channels | b) Distribution channels |
| c) Government channels                   | d) Consumers             |

- (viii) Predict which one of the following is NOT an important activity of Business Plan in a new venture.
- a) Family Background of the Entrepreneur                      b) Functional Plan  
c) Industry Analysis    d) Company Name
- (ix) Cite the word which express the process of creating something new.
- a) Business model    b) Modeling  
c) Creative flexibility    d) Innovation
- (x) Define the concept Entrepreneur and Entrepreneurship with examples.
- a) Larry Page\_    b) Azim Premji  
c) Henry Ford    d) All of them
- (xi) Indicate from the following who gives suggestions for new product and also help to market new products.
- a) Existing products and services    b) Federal government  
c) Distribution Channels    d) Consumers
- (xii) "Angels" usually provide financing . Label the type of financing.
- a) Debt    b) Equity  
c) Stock Sales    d) None of the given options
- (xiii) Write the name of the business center that offers working space and specialized support for new ventures.
- a) Isolator    b) Injector  
c) Incubator    d) Integrator
- (xiv) Indicate, which of the following is used by entrepreneurs to acquire experience with least risk in an international market before making a major commitment.
- a) Merger    b) Minority Interest  
c) Joint venture    d) Majority interest
- (xv) Recognize the type of institution "Khadi and Village Industries Corporation" from the following:
- a) District level institution    b) All India institution  
c) State level institution    d) Village level institution

**Group-B**

(Short Answer Type Questions)

3 x 5=15

2. Interpret resource mobilization. (3)
3. Name the key skills of an entrepreneur. (3)
4. Sketch an entrepreneur. (3)
5. Explain entrepreneurship development. (3)
6. Evaluate a Production system. Give example. (3)

**OR**

Recommend the key functions of management. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. Tell two advantages and two disadvantages of material requirements planning. (5)
8. Steve Job is a Transformational Leader who searches new ventures. Explain the statement with facts and figure. (5)
9. Write some regulations for entrepreneurship development. (5)
10. Explain incubation from entrepreneurial context. (5)
11. Appraise the steps in launching of small business. (5)
12. Explain the transformation of ideas into opportunities (5)

**OR**

Analyze the strategies of product launch. (5)