BRAINWARE UNIVERSITY

Term End Examination 2023-2024
Programme – B.Tech.(RA)-2021
Course Name – Entrepreneurship
Course Code - HSMCR601
(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) Describe the primary characteristic of entrepreneurship.

a) Working for a large corporation   b) Taking calculated risks
c) Avoiding change and innovation   d) Following established routines

(ii) Identify the following elements that are most likely to hinder innovation in small business management.

a) Diverse team members   b) A rigid organizational culture
c) Access to ample resources   d) Strong market competition

(iii) Discuss the following leadership principles that a leader who encourages employees to try new things and take risks puts into practice.

a) Risk-averse leadership   b) Innovative leadership
c) Authoritarian leadership   d) Transactional leadership

(iv) Identify any of the following that is not an essential part of the entrepreneurial creative process.

a) Idea generation   b) Idea evaluation
c) Idea imitation   d) Idea implementation

(v) Choose a statement that best defines entrepreneurship.

a) Managing an existing business   b) Starting and running a new venture
c) Investing in stocks and bonds   d) Climbing the corporate ladder

(vi) Discuss the common objective of business decision-making.

a) Minimising risk at all costs   b) Maximising profits in the short term
c) Achieving long-term sustainability and   d) Avoiding competition in the market
   growth

(vii) Describe the significance of market analysis in entrepreneurial ideas evaluation.

a) It hinders creativity and innovation   b) It provides insights into market dynamics and potential demand

c) It limits entrepreneurial vision

d) It discourages entrepreneurs from entering the market

(viii) Select a term that describes an individual who takes the initiative to start a new business venture.

a) Entrepreneur

b) Intrapreneur

c) Enterprise

d) Innovator

(ix) Discover which of the following is NOT typically associated with the concept of entrepreneurship.

a) Risk-taking

b) Innovation

c) Stability

d) Opportunity recognition

(x) Distinguish which conditions are crucial for fostering entrepreneurial innovation.

a) Fear of failure

b) Limited access to information

c) Supportive ecosystem and infrastructure

d) Reliance on traditional methods

(xi) Describe the advantages of entrepreneurship in terms of personal development.

a) Limited exposure to risk

b) Lesser need for adaptability

c) Enhanced leadership and problem-solving skills

d) Guaranteed work-life balance

(xii) Interpret the psychological factors mismatched with successful entrepreneurship.

a) Resilience in the face of setbacks

b) Proactive problem-solving attitude

c) Fear of taking calculated risks

d) Adaptability to changing circumstances

(xiii) Identify a key advantage of traditional employment over entrepreneurship:

a) Greater autonomy and decision-making authority.

b) Unlimited potential for growth and expansion.

c) Fixed work hours and a stable paycheck.

d) Opportunities to pursue personal passions and interests.

(xiv) Indicate a common strategy for promoting innovation among Indian entrepreneurs.

a) Encouraging risk aversion

b) Providing tax incentives for established businesses

c) Offering subsidies for outdated technologies

d) Creating innovation hubs and incubators

(xv) Observe which scenario exemplifies the entrepreneurial mindset of balancing invention and innovation.

a) Creating a new software application with unique features and regularly updating it based on user feedback.

b) Patenting a groundbreaking idea without further development.

c) Replicating a successful business model without any modifications.

d) Launching a product without considering its potential for improvement.

Group-B
(Short Answer Type Questions)

3 x 5=15

2. Interpret how the concept of invention differs from innovation. (3)
3. Tell us how Zomato revolutionised the Indian food delivery industry and what strategies drove its rapid expansion. (3)
4. Explain how Kiran Mazumdar Shaw contributed to the field of biotechnology in India. (3)
5. Describe how entrepreneurs can effectively prioritize tasks and make decisions based on competing demands. (3)
6. Analyze how different government organisations contribute to the development of entrepreneurship and what types of assistance they offer to aspiring entrepreneurs. (3)

OR

Calculate how non-banking finance companies (NBFCs) contribute to entrepreneurship, and how government intervention impacts their role (3)

Group-C
(Long Answer Type Questions)   5 x 6=30

7. Identify how women entrepreneurs have succeeded in creating socially impactful   (5)
    businesses and what role these ventures play in addressing societal challenges.
8. Explain how entrepreneurs can exploit creativity as a vital skill in the application of   (5)
    entrepreneurial endeavours, and what specific traits contribute to creating a creative
    mindset in business.
9. Define entrepreneurship and how it differs from typical business management.   (5)
10. Justify how entrepreneurs can effectively identify and solve market problems during   (5)
    product development process.
11. Judge how entrepreneurs can leverage the Devise Decision-Making Plan to foster a culture (5)
    of innovation within their organizations.
12. Select ways in which business communication contributes to the creation of a strong brand (5)
    identity in entrepreneurship and how effective communication contributes to building and
    maintaining relationships with customers and other external stakeholders.
                                    OR

    Predict the key leadership characteristics and traits that contribute to entrepreneurs'   (5)
    success and how individuals aspiring to entrepreneurship cultivate these qualities to thrive
    in a competitive business environment.

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