## 1104N101

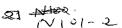
Candidate's	Coot No.	
Candidate S	Scal NO	

## M.Com. Semester-4 Examination

## EB 510

## Enterpre & Innovation Mgmt

ne : 2-30 Hours]	April-2023	[Max. Marks : 70
Q1 (A) Define Intellectual P	Property and explain various IPR in India.	(14)
	OR	
Q1 (B) Explain the functions of Entrepreneur.		(14)
Q2 (A) What do you mean b	by term Innovation? Explain various sources of innovation OR	on. (14)
Q2(B) How to recognize an	opportunity for innovation. Explain ways to evaluate to	the opportunities for
development of an idea.		(14)
Q3(A) Explain the term intra	apreneurship with example? Clarify difference between	entrepreneurship and
intrapreneurship.		(14)
	OR	
Q3(B) Describe the concept	of green entrepreneurship and agriculture entrepreneurs	ship with examples.
Also discuss how innovation	n in helping green entrepreneurship and agriculture entre	epreneurship. (14)
Q4(A) Explain the meaning	and nature of International Entrepreneurship? What are	the strategies to enter
into global markets.		(14)
	OR	
Q4(B) What do you understa	and the term Business Plan. Discuss the strengths and w	eakness of business
plan.		(14)
Q.5 Choose the correct ans	swer (2 Marks each)	(14)
1. Which one is not the bar	rier to Entrepreneurship?	
A. Lack of technical skills		
B. Political instability		
C. Technical knowledge		
D. Time pressure and distrac	etions	
E. None of the above		
2. Entrepreneurs are motiv	rated by	
A. Money.		
B. Personal values.		



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C. Pull influences.	
D. All the above	
E. None of the above	
3. To provide financial assistance to entrepreneu	rs the government has set up a number
of	
A. Financial advisors.	
B. Financial intermediaries.	
C. Industrial estates.	
D. Financial institutions	
E. None of the above	
4. Decisions taken by an entrepreneur on behalf	of his enterprise are known as
A. Organizational decisions.	
B. Personal decisions.	
C. Routine decisions.	
D. Strategic decisions	
E. None of the above	
5. Why should an entrepreneur do a feasibility st	tudy for starting a new venture?
A. To identify possible sources of funds	
B. To see if there are possible barriers to success	
C. To estimate the expected sales	
D. To explore potential customers	
E. None of the above	
6. Members of distribution channels are excellen	t sources for new ideas because:
A. They earn a handsome profit from new business	
B. They are familiar with the needs of the market	
C. They do not bother if the entrepreneur bears a los	ss
D. They have a well-developed sales force	
E. None of the above	
7. A company dealing in tyre has a merger with a	ı motorcar manufacturing firm. This merger is
called	-
A. Horizontal merger	
B. Vertical merger	
C. Product extension merger	
D. Market extension merger	
E. None of the above	

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