

**M.Com. Semester-4 Examination****EB 510****Enterpre & Innovation Mgmt****April-2023****Time : 2-30 Hours]****[Max. Marks : 70**

Q1 (A) Define Intellectual Property and explain various IPR in India. (14)

OR

Q1 (B) Explain the functions of Entrepreneur. (14)

Q2 (A) What do you mean by term Innovation? Explain various sources of innovation. (14)

OR

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 intrapreneurship with example? Clarify difference between entrepreneurship and intrapreneurship. (14)

OR

Q3(B) Describe the concept of green entrepreneurship and agriculture entrepreneurship with examples. Also discuss how innovation in helping green entrepreneurship and agriculture entrepreneurship. (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 understand the term Business Plan. Discuss the strengths and weakness of business plan. (14)

**Q.5 Choose the correct answer (2 Marks each) (14)**

**1. Which one is not the barrier to Entrepreneurship?**

- A. Lack of technical skills
- B. Political instability
- C. Technical knowledge
- D. Time pressure and distractions
- E. None of the above

**2. Entrepreneurs are motivated by \_\_\_\_\_.**

- A. Money.
- B. Personal values.

- C. Pull influences.
- D. All the above
- E. None of the above

**3. To provide financial assistance to entrepreneurs 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 study 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 excellent 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 loss
- D. They have a well-developed sales force
- E. None of the above

**7. A company dealing in tyre has a merger with a 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