

**MCA**  
**(SEM II) THEORY EXAMINATION 2017-18**  
**INNOVATION AND ENTREPRENEURSHIP**

Time: 3 Hours

Total Marks: 70

Note: Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

1. Attempt *all* questions in brief. 2 x 7 = 14
- a. Why is innovation so important?
  - b. Who is an entrepreneur?
  - c. What do you understand **Enterprise**?
  - d. Define the term **entrepreneurship**.
  - e. What factor promote the growth of entrepreneurship?
  - f. Which customers should you target as a entrepreneur?
  - g. Specimen of a project report.

**SECTION B**

2. Attempt any *three* of the following: 7 x 3 = 21
- a. Write a note on **National Entrepreneurship Development Board (NEDB)**.
  - b. Write a essay on Rural marketing strategy.
  - c. Brief discuss Peter's Drucker theory.
  - d. What are the responsibilities of Social Entrepreneur and Family Business Entrepreneurship?
  - e. What is project report? Give the objectives of prepare a project report.

**SECTION C**

3. Attempt any *one* part of the following: 7 x 1 = 7
- (a) **An entrepreneur is required to consider large number of factor for managing a project successfully.** Discuss this statement. How is the targeting and positioning of a product done?
  - (b) Write a short note on:-
    - 1) Risk analysis

2) Type of business ownership

4. **Attempt any *one* part of the following:** 7 x 1 = 7
- (a) Write an essay on McClelland's psychologist theory of entrepreneurship.
  - (b) What is meant by an entrepreneur? What is difference between intrapreneur and entrepreneur?
5. **Attempt any *one* part of the following:** 7 x 1 = 7
- (a) Briefly explain trait theory of entrepreneurship.
  - (b) How do entrepreneurs contribute to socio-economic development?
6. **Attempt any *one* part of the following:** 7 x 1 = 7
- (a) Differentiate between Entrepreneur and Manager
  - (b) What is the meaning of innovation according to Schumpeter? What type of change result from innovation?
7. **Attempt any *one* part of the following:** 7 x 1 = 7
- (a) **Entrepreneurial qualities are in-born and cannot be acquired.**  
Analysis this statement.
  - (b) **Management of cash is very important in a new enterprise.**  
Explain.