

University Institute of Engineering & Technology

(Recognised Under Section 2(f) and 12B of UGC)

Kurukshetra University, Kurukshetra

TIME – 3 Hrs 15 Min

THEORY EXAMINATION – FEB 2021

B.TECH - CSE

SEMESTER - III

M.M. - 56

PAPER - HM 902

SUBJECT- BUSINESS INTELLIGENCE & ENTREPRENEURSHIP

INSTRUCTIONS TO BE FOLLOWED

- Allotted time for examination is 3 hours 15 minutes that includes time for downloading the question paper, writing answers, scanning of answer sheets and E-mailing the PDF files to the designated Email ID.
- For CSE-A Regular Students, the Email ID is:- btech3rdcsea@kuk.ac.in
- For CSE-B Regular and All Reappear Students, the Email ID is:- btech3rdcseb@kuk.ac.in
- The candidates will be required to attempt 75% of the question paper (maximum) by choosing to their any best questions accumulating 56 marks.
- The PDF files should be saved as Roll No. and Subject Code. Proper attention should be given while sending the email and in the subject line, the Roll Number and Subject Code should be mentioned.
- Maximum Page Limit should be 20 (Twenty) for attempting the question paper on A4 sheets which could be downloaded and printed from the sample sheets given in the Kurukshetra University Examination guidelines.
- Over-attemptation should be avoided.
- Handwriting should be neat and clean and diagrams should be clear and contrasted.
- The candidate should not write their Mobile No. otherwise Unfair Means Case will be made.
- While attempting the paper, the candidate will use blue/black pen only.
- Before attempting the paper, the candidate will ensure that he/she has downloaded the correct question paper. No complaint for attempting wrong question paper by the candidate will be entertained.
- Candidate must ensure that he/she has put his/her signature on each page of the answer sheet used by him/her. Answer sheet without the signature of the candidate will not be evaluated.

PART-A

Q. No. – 1 Answer the following questions.

15x1=15

(i)	Differentiate between Manager Vs Leader Vs Entrepreneur.
(ii)	Define Business Idea.
(iii)	What is Market Segmentation?
(iv)	What is Venture Capital?
(v)	Major problems faced by MSMEs in availing the government schemes.
(vi)	Define Positioning.
(vii)	What is the relevance of networking techniques PERT/CPM
(viii)	What is the relevance of IPRs for Small Businesses?
(ix)	Differentiate between Public and Private Limited Company.
(x)	State the methods of project appraisal.
(xi)	Define Marketing Mix.
(xii)	Factors to be considered while designing EDP Programmes.
(xiii)	Important considerations in Entrepreneurial Training.
(xiv)	Identify the major sources of new business ideas
(xv)	State the major functions of NSIC.

PART-B

2	Examine the various types and classification of entrepreneurs.	5
3	What is the relevance of performing feasibility study in starting a venture/new business? Identify the various types of feasibilities.	5
4	Elaborate the various formalities and procedure which SSIs has to observe during their registration	5
5	State how NIESBUD is contributing towards growth momentum of MSMEs, Small Businesses and Entrepreneurship in India.	5

PART-C

6	Examine the key traits and competencies which are expected of a true entrepreneur. Which skill sets are essentially required for a successful entrepreneurial career.	10
7	Identify the prominent factors which are acting as barriers in emergence of Entrepreneurship in India. Suggest certain measures to overcome those significant barriers to smoothen the movement of entrepreneurship in India.	10
8	Imagine you have to present a business idea to the potential investor for starting a new venture. Prepare a project report narrating all the steps involved therein.	10
9	Define Marketing Research. How far it is relevant for a new venture? Elucidate the various phases of marketing plan. Use relevant example.	10
10	Critically evaluate the role of Small-Scale Industries and MSMEs in India's economic Development.	10
11	Highlight the major issues and challenges which the MSMEs and Small Businesses are Facing in contemporary time.	10
12	What is SIDBI? Why it has been created? State its major functions, target areas and activities?	10
13	Figure out the role of State Level industrial development corporations/State Financial Corporations towards growth of Small businesses.	10