

University Institute of Engineering & Technology

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

Kurukshetra University, Kurukshetra

THEORY EXAMINATION – JULY 2021	
B.TECH – CSE	SEMESTER -VI

TIME – 4 Hrs.

M.M. - 75

PAPER - HS-303

SUBJECT- Business Intelligence and Entrepreneurship

INSTRUCTIONS TO BE FOLLOWED

- The candidates will be required to attempt All questions in Part-A and Part-B (Compulsory Sections). Attempt any four questions from Part-C selecting at least one from each unit.
- Allotted time for examination is 4 hours that includes time for downloading the question paper, writing answers, scanning of answer sheets and uploading the sheets on the Attendance Sheet Cum Answer Sheet Uploading google form.
- The PDF files should be saved as Roll No. and Subject Code.
- Maximum Page Limit should be 36 (Thirty Six) for attempting the question paper on A4 sheets which could be downloaded and printed from the sample sheets given in the UIET Website.
- 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.
- Attempt parts A, B & C separately. Do not inter-mix them. Write neatly & mention the question number clearly.

PART-A (15 Marks)

Q. No. – 1 Answer the following questions.

15x1=15

(i)	Write full forms of OTS and NPA
(ii)	Write main function and full form of NISBUD
(iii)	What is IPR
(iv)	What is SSI.
(v)	What is CPM.
(vi)	List 5 traits of an entrepreneur.
(vii)	What is SIDBI. Write its establishment year
(viii)	What is a recurring expenditure
(ix)	Write full form of EEPC and write at least 3 functions
(x)	Write function of TBI
(xi)	Write few points about ZED certification schemes
(xii)	Write objective of EDP
(xiii)	Are trademarks necessary? State yes/no with suitable reasons
(xiv)	Define marketing mix
(xv)	What is the financial parameter to define micro, small and medium industry?

PART-B (20 Marks)

UNIT-I		
2	Classify entrepreneurs categorically . How a manager is different from an entrepreneur.	5
UNIT-II		
3	Justify with the help of suitable examples that political and regulatory changes provide the basis for new business opportunities	5
UNIT-III		
4	Discuss about the functions of Technology Business Incubation Institutions/Centres.	5
UNIT-IV		
5	What is Product Management. What are the issues that are there in Product Management.	5

PART-C (40 Marks)

UNIT-I		
6	Examine the various Entrepreneurial competencies also discuss how these can be improved through training.	10
7	Discuss the various factors affecting entrepreneurship growth and also throw light on role of entrepreneurship in economic development.	10

UNIT-II		
8	Discuss about feasibility report preparation and evaluation criteria for business plan.	10
9	Explain the process of project formulation. How project viability is ensured ?	10
UNIT-III		
10	Explain project planning and scheduling using Networking techniques of PERT/ CPM with the help of suitable example.	10
11	Discuss the process of registration of new SSI as per the provisions provided by Indian government.	10
UNIT-IV		
12	Discuss the venture capital schemes offered by Indian Financial Institutions.	10
13	Discuss about various financial institutions that promotes and induces the growth of entrepreneurship in India.	10