



**B.E DEGREE EXAMINATIONS: MAY 2015**

(Regulation 2009)

Sixth Semester

**ELECTRONICS AND COMMUNICATION ENGINEERING**

GSS105: Entrepreneurship Development

**Time: Three Hours**

**Maximum Marks: 100**

**Answer all the Questions:-**

**PART A (10 x 1 = 10 Marks)**

1. Which of the following is NOT recognized as a misconception about entrepreneurship?
  - a) Successful entrepreneurship needs only a great idea.
  - b) Entrepreneurship is found only in small businesses.
  - c) Entrepreneurial ventures and small businesses are different.
  - d) Entrepreneurship is easy
2. An individual who has no prior business ownership experience as a business founder, inheritor or a purchaser of a business is called \_\_\_\_\_ entrepreneur.
  - a) Habitual
  - b) Novice
  - c) Innovative
  - d) Angel
3. The three main responsibilities involved with managing an entrepreneurial venture once it's up and running include all of the following EXCEPT
  - a) Managing processes
  - b) Managing growth
  - c) Managing people
  - d) Managing bureaucracy
4. Maslow's motivation theory is based on \_\_\_\_\_.
  - a) Achievement
  - b) Behaviour
  - c) Human needs
  - d) risk management
5. Which of the following is NOT recognized as a structured approach to help generate ideas?
  - a) Idea evaluation
  - b) Brainstorming
  - c) Environmental scanning
  - d) A focus group
6. Which of the following is NOT recognized as a major area that should be included in a project report?
  - a) Executive summary
  - b) Analysis of the opportunity
  - c) Corporate culture differences
  - d) Analysis of the context



22. a) Explain the following theories of motivation  
a) Schumpeter's innovation theory and b) McClelland's theory of high achievement

**(OR)**

- b) Explain the training phase in entrepreneur development.

23. a) Explain the essential components of a project report.

**(OR)**

- b) Explain, with suitable examples, how you would market, financially and non-financially, a product related to your field.

24. a) How important is the role of Government in promoting Entrepreneurship.  
Support the answer with suitable example.

**(OR)**

- b) Examine the role of industrial estates in the economic development of a country

25. a) Explain, in detail, the various means with which an entrepreneur could protect his/her intellectual property.

**(OR)**

- b) (i) Explain need for intellectual property rights protection (7)  
(ii) Discuss the role of WIPO in IPR. (7)

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