



GIET UNIVERSITY, GUNUPUR – 765022

M.B.A (Third Semester – Regular) Examinations, December – 2020

MB 304 F – NEW ENTERPRISE CREATION

Time: 2 hrs

Maximum: 50 Marks

The figures in the right hand margin indicate marks.

PART – I: (Multiple Choice Questions)

(1 x 10 = 10 Marks)

Q. 1 Answer **ALL** questions

- a. Which of these is not one of the constraints of a project?

(i) Scope	(ii) Resources
(iii) Team	(iv) Budget
- b. Which of the following type of feasibility is concerned details on how to deliver a product or service

(i) Market feasibility	(ii) Financial feasibility
(iii) Technical feasibility	(iv) Organizational feasibility
- c. Intellectual Property Rights (IPR) protect the use of information and ideas that are of

(i) Ethical value	(ii) Moral value
(iii) Social value	(iv) Commercial value
- d. Symbol of Maharaja of Air India is

(i) Copyright	(ii) Patent
(iii) Trademark	(iv) All of the above
- e. Digital marketing is often referred to as _____.

(i) online marketing	(ii) web marketing
(iii) internet marketing	(iv) All of the above
- f. Which of the following is not a traditional forms of digital marketing?

(i) radio	(ii) TV
(iii) billboard	(iv) All of the above
- g. The solution for all business needs is

(i) EDI	(ii) ERP
(iii) SCM	(iv) None of the above
- h. Which of the following is usually included in a business plan?

(i) detailed description of the product or service.	(ii) marketing and promotional plans
(iii) management and staffing.	(iv) all of the above
- i. Who said that the job of the entrepreneur is "creative destruction"?

(i) Peter Drucker.	(ii) Pierre Trudeau
(iii) Joseph Schumpeter	(iv) Brian Mulroney
- j. Before opening his own business, Tanay was writing a report that details the specifics of his ideas and future business operations. This document is known as

(i) a SWOT analysis	(ii) a business portfolio.
(iii) a business plan.	(iv) a competitive analysis.

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PART – II (A): (Short Answer Questions)**(2 x 5 = 10 Marks)****Q.2. Answer ALL questions**

- a. What are the different types of IPR?
- b. What is e-commerce?
- c. What is Start-up Incubation?
- d. What is the 4P Marketing Matrix?
- e. What is the difference between an enterprise and a company?

PART – III: (Long Answer Questions)**(6 x 5 = 30 Marks)**Answer **ANY FIVE** questions.

3. Why feasibility analysis is important for an entrepreneurship?
4. What are the four components of a feasibility analysis?
5. What is basic business finance? Explain.
6. Define Marketing Matrix
7. What are the *digital marketing basics* of a successful strategy?
8. Why is innovation process important?
9. What is a concept of Entrepreneurial Strategy?
10. What are the 8 key elements of a business model?

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