JAYPEE UNIVERSITY OF INFORMATION TECHNOLOGY, WAKNAGHAT

TEST -3 EXAMINATION- Dec 2017

B.Tech Semester 7

COURSE CODE:10B1WPD731   MAX. MARKS:35

COURSE NAME: Entrepreneurship Development

COURSE CREDITS: 3   MAX. TIME: 2 Hrs

Note: All questions are compulsory. Carrying of mobile phone during examinations will be treated as case of unfair means. All questions are 5 marks each.

1. Explain a venture's lifecycle and financing. What is 'bootstrapping' w.r.t. startup business?

2. Why is cash conservation a critical aspect for consideration for a start up? Highlight a few guidelines to avoid cash crunch.

3. How should a start up design its HR policies? Discuss the guiding principles with the help of some examples.

4. What is the concept of chain of command'? Why is the concept important for entrepreneurs?

5. Technology has the potential to address several socio-economic problems, Comment. Also, provide a few examples where entrepreneurial opportunities against in this backdrop.

6. (a) Contrast Sustaining Vs. disruptive model of innovation

    (b) TRIZ approach to innovation

7. Discuss the key barriers to intrapreneurship.