



# BHARTIYA SKILL DEVELOPMENT UNIVERSITY

Registration No.: .....

School of Entrepreneurship Skills  
Session: 2020-21 (Summer Semester)  
B. Voc. Program, I Semester,  
2nd In-Sem. Examination

*Sat. A*

Course Code: SES1101

Time: 1 Hour

Course Name: Creativity, Innovation & Entrepreneurship

Max. Marks: 20

## Section – A

Answer following objective type questions, each question carries 01 mark.

- Q1 Innovation is about-
- Something fresh (new, original, or improved) that creates value
  - Change that creates a new dimension of performance
  - The process of transforming new and potentially valuable ideas into a commercial reality
  - All of the above
- Q2 The Oslo manual proposes innovation in the form of-
- Product
  - Process
  - Marketing Methods
  - All of the above
- Q3. Incremental innovation seeks to-
- Improve the systems that already exist
  - Making the systems lean
  - Alter the systems that already exist
  - All of the above
- Q.4 The term Entrepreneurship is viewed as-
- A Creative Process
  - A factor of Production
  - A driver of economic growth
  - All of the above
- Q.5. The term Entrepreneur refers to person-
- Who explores and creates new ways of Entrepreneurship development
  - Who takes step to promote self as an entrepreneur
  - Who Perceive the risk and uncertainties in any new business
  - None of the above

## Section – B

Answer following short answer type questions, each question carries 02 marks.

- Q.1 Define the concept of Innovation.  
Q.2 Write the definition of Entrepreneurship.  
Q.3. Who is an Entrepreneur?

## Section – C

Answer following essay type questions, each question carries 03 marks.

- Q.1 Differentiate between Innovators and Imitators.  
Q.2. Explain briefly the concept of disruptive and breakthrough innovation.  
Q.3. Briefly discuss the relationship between innovators and Entrepreneurs.

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*Ans Key*  
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- b) Change that creates a new dimension of performance
- c) The process of transforming new and potentially valuable ideas into a commercial reality
- d) **All of the above**

Q2 The Oslo manual proposes innovation in the form of-

- a) Product
- b) Process
- c) Marketing Methods
- d) **All of the above**

Q3. Incremental innovation seeks to-

- a) **Improve the systems that already exist**
- b) Making the systems lean
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- a) A Creative Process
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Q.5. The term Entrepreneur refers to person-

- a) Who explores and creates new ways of Entrepreneurship development
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- c) Who Perceive the risk and uncertainties in any new business
- d) **None of the above**

## Section – B

Answer following short answer type questions, each question carries 02 marks.

Q.1 Define the concept of Innovation.

Answer- The concept is defined as "Executing an idea which addresses a specific challenge and achieves value for both the company and customer". Innovation is the process of transforming new and potentially valuable ideas into a commercial reality.

Q.2 Write the definition of Entrepreneurship.

Answer- Basically, entrepreneurship is both an art and science of converting business ideas into marketable products or services to improve the quality of living  
According to Robert D. Hisrich, Peters and Shepherd, "Entrepreneurship is the process of creating something new with value by devoting the necessary time and effort, assuming the accompanying financial, psychic, and social risks, and receiving the resulting rewards of monetary and personal satisfaction and independence."





Q.3. Who is an Entrepreneur?

Answer- An entrepreneur as a person is someone who have the ability to see and evaluate business opportunities and start a new business to offer a new or existing product or service into a new or existing market, whether it is for a profitable or Social outcome.

The term Entrepreneur refers to a person- Who visualizes a business opportunity, Takes steps to promote a new enterprise, Assembles resources in the form of men, materials and money to make the business venture successful and Bears the risk and uncertainties involved. An entrepreneur is one who always searches for changes responds to it and exploits it as an opportunity.

## Section – C

Answer following essay type questions, each question carries 03 marks.

Q.1 Differentiate between Innovators and Imitators.

Answer- Innovators: Introduce new product or service or initiate a new system in the economy or the environment. Example: Henry Ford wanted to replace the petrol fuel or the diesel engine with the Kerosene fuel system.

Innovating entrepreneurs are generally aggressive. This is evident from the fact that they are more inclined towards experimentation and put attractive possibilities into practice. They quickly introduce-

- new products
- process of production
- new technology
- explore new market

Imitators or Adaptive Entrepreneurs: They iterate a certain feature or innovation in a particular product to make it more appealing and have a competitive edge over the current market.

Adaptive or imitative entrepreneurs are ready to adopt successful innovations created by innovative entrepreneurs. However, they are not aggressive to experiment with the new possibilities. They just imitate the technology and practices after it has been successfully practiced by the innovative entrepreneurs.

Q.2. Explain briefly the concept of disruptive and breakthrough innovation.

Answer- Disruptive innovation- A disruptive innovation is an innovation that helps create a new market and value network, and eventually goes on to disrupt an existing market and value network (over a few years or decades), displacing an earlier technology.

Such innovations may be related to new products or services that enter at the bottom of the market and overtime move up and displace established market leaders.

Breakthrough Innovation- Breakthrough innovation is defined as an innovation from inside a company that pushes something to the next level. It is innovation that opens the company to new markets or changes the way customers interact with the market or the industry.

Breakthrough Innovation are changes to an existing product, service, or process that has a significant impact on the business. For example, it could open up a new consumer category for the business or change the way existing customers interact or perceive the organization.





Q.3. Briefly discuss the relationship between innovators and Entrepreneurs.

Answer- Entrepreneurship has a differing relationship with innovation in different fields of study. A common idea of the relationship is that it is a dependent one, in which both are needed in an economy to stimulate economic growth.

The idea that innovation is a part of the entrepreneurial process is one that there can be innovation without an entrepreneur involved; however there cannot be a successful entrepreneurial venture without the input of innovation.

This is because innovation is what will be the distinction between ideas, without innovation there may be change or progression and this could lead to a stagnant economy.

Hence, the relationship between innovators and Entrepreneurs can be explained as that Innovators Introduces new product or service or initiate a new system which are taken to the economy or the environment by an entrepreneur. Example: Henry Ford wanted to replace the petrol fuel or the diesel engine with the Kerosene fuel system.

Innovating entrepreneurs are generally aggressive. This is evident from the fact that they are more inclined towards experimentation and put attractive possibilities into practice. An Entrepreneur derive a business opportunity from the work of innovators-a great innovation. All entrepreneurs are essentially innovators but all innovators can not be treated as an entrepreneur.





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**Session: 2020-21 (Summer Semester)**

**B. Voc. Program, I Semester,**

**2<sup>nd</sup> In-Sem. Examination**

**Set-A**

**Course Code: SES1102**

**Time: 1 Hour**

**Course Name: Entrepreneurial Motivation Training**

**Max. Marks: 20**

**Section-A**

05x1 = 05 marks

**Q.1) Answer the following objective type questions, each question carries 01 mark:**

1. The theory of Achievement Motivation was developed by:

- a) Philip Kotler
- b) David Mc. Gregor
- c) David Mc. Clelland
- d) Albert Mehrabian

2. EDPs course contents contains \_\_\_\_\_.

- A. General introduction to entrepreneurs.
- B. Motivation training.
- C. Managerial skills.
- D. All the above

3. Which among the following is not a desired need & goal for entrepreneurial motivation?

- 1. Need for Achievement
- 2. Need for Power
- 3. Need for Control
- 4. Need for Affiliation

4. Which of the following could be an opportunity as per SWOT analysis?

- A. Having quality processes and procedures
- B. Moving into new market segments that offer improved profits
- C. Damaged reputation

D. A new competitor in your home market.

5. Which personal characteristic of entrepreneurs reflects that successful entrepreneurs develop a plan of action and make a decision to achieve that plan?

A. Self Confidence

B. Risk Taker

C. Independent

D. Goal Oriented

### Section-B

**Q.II) Answer the following short answer type questions, each question carries 02 marks:** 03x02 = 06 Marks

1. What do you mean by competence?
2. Mention any four personal competencies required by an entrepreneur.
3. Define Achievement Motivation

### Section-C

**Q.III) Answer the following essay type questions, each question carries 03 marks:** 03x03 = 09 marks

1. Explain the personality traits of an entrepreneur.
2. What is Johari Window? Explain its various components.
3. Explain the concept of Thematic Apperception Test (TAT).



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*Answers*

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2<sup>nd</sup> In-Sem. Examination**

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**D. Goal Oriented**

### Section-B

03x02 = 06 Marks

**Q.II) Answer the following short answer type questions, each question carries 02 marks:**

1. What do you mean by competence?

Ans. Competence is the characteristic of a person, which results in effective and/or superior performance in a job. It is an underlying characteristic of a person, that is, it may be motive/traits/skills or aspect of one's self image or a body of knowledge which one uses. The existence of these characteristics may or may not be known to the person.

2. Mention any four personal competencies required by an entrepreneur.

Ans. The four personal competencies required by an entrepreneur are as follows:

i.) Persistence: They take repeated and different actions to overcome obstacles.

ii) Initiative: They take actions that goes beyond job requirements or demand of the situation.

iii) Problem Solving: They identifies new and potentially unique ideas to reach goals.

iv) Self-Confidence: Entrepreneurs with this competency will have a strong belief in self and in their own abilities.

3. Define Achievement Motivation

Ans. Achievement Motivation is defined as the desire to do well, not so much for the sake of social recognition or prestige, but to attain an inner feeling of personal accomplishment.

It is a talent disposition to strive for a particular goal, stage or aim.

### Section-C

03x03 = 09 marks

**Q.III) Answer the following essay type questions, each question carries 03 marks:**

1. Explain the personality traits of an entrepreneur.

Ans. The personality traits of an entrepreneur are as follows:-

#### **1. Vision**

Successful entrepreneurs have a clear vision of what their business will be and can concisely articulate its purpose, goals and market position. They have identified the who, what, where, when and why of their business

#### **2. Passion**

A successful entrepreneur is passionate about their business. It is hard work, and putting in long hours will be tough if you don't love what you are doing. People with passion know what it is that drives them to keep working to achieve their vision.

#### **3. Tenacity**

Entrepreneurs remain tough when the going gets rough. They don't give up easily. They can accept rejection and are willing to learn from their mistakes. They are willing and able to adapt and modify their plan in order to be successful the next time around.

#### **4. Willingness to work hard**

Being an entrepreneur is harder than being an employee. To be successful, the entrepreneur must be willing to put in the time and effort required, often for little or no pay at the beginning. Successful entrepreneurs recognize the risk and necessary work that achieving their goals will entail.

#### **5. Confidence**

Successful entrepreneurs have confidence in themselves and in their business. They must believe in their ability and in their idea. Every entrepreneur will face rejection along the way and successful entrepreneurs are those with the confidence to keep going and bounce back after a setback.

2. What is Johari Window? Explain its various components.

Ans. Johari Window is a technique for improving self-awareness within an individual. It helps in understanding your relationship with yourself and others. Johari Window model can be a useful tool if you want to improve your communication skills.

It was developed by American psychologists Joseph Luft and Harry Ingham in 1955, hence the name Johari. Johari Window is generally used in Self-help groups in exercises which help a person to learn and discover things about themselves, like heuristic exercise.

There are four questions in the model just like panes in a window and each person fits into one of this pane. Each window in Johari window model signifies feelings, personal information, and motivation.

	Known to Self	Not Known to Self
Known to Others	Arena "Open Self"	Blindspot "Blind Self"
Not Known to Others	Facade "Hidden Self"	Unknown Self

#### **Johari Window Quadrant 1: Open Area or Arena**

This area or pane is called open area because the information in this pane about the behavior, feelings, emotions about the person is known to that person itself as well as the other members in this group.

#### **Johari Window Quadrant 2: Blindspot or BlindSelf**

Blindspot is the area in which the certain information on your personality is known to others but that information is not known to you.

In simple terms, other people may interpret your personality different than you might have expected. For efficient communication, this area must be reduced.

### **Johari Window Quadrant 3: Hidden Area or Hidden Self**

Hidden area is the information that you hide from others. Here, the information is known to you but the others are unknown to this information.

The reason for this may be the information might be personal to you so that you are reluctant to share it with others. This includes secrets, past experiences, feelings, etc. Many people keep their information private and do not share it with others.

### **Johari Window Quadrant 4: Unknown Areas or Unknown Self**

In this area, the information is unknown to you as well as the others. Generally, certain feelings, talents, information, etc fall in this area.

The reason for this might be some traumatic experience in the past about a particular event or experiences which might be unknown for your ever.

The person, as well as the group, is unaware about this till he or she discovers it. One way to reduce this area is through open communication.

3.Explain the concept of Thematic Apperception Test (TAT).

Ans.) The Thematic Apperception Test (TAT) is a type of projective test that involves describing ambiguous scenes. It was developed by psychologist Henry A. Murray and artist and lay psychoanalyst Christina D. Morgan during the 1930s. The test is one of the most widely researched and utilized psychological tests in use today.

The purpose of the test is to learn more about the respondents' thoughts, concerns, and motives based on the stories they create to explain the vague and often provocative scenes depicted in the pictures.

Subjects are asked to tell a story explaining what is happening in the picture including the events that led up to the scene, what is happening in the scene, what each of the characters is thinking or feeling, and what happens next.

The complete version of the TAT includes 31 picture cards depicting a variety of ambiguous social scenes that may include men, women, and/or children. Murray originally recommended using approximately 20 cards and selecting those that depicted characters similar to the subject.



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**Set-A**

**Time: 1 Hour**

**Max. Marks: 20**

**Course Code: SES1103**

**Course Name: MSMEs & FAMILY BUSINESS**

**Section-A**

05x1 = 05 marks

**Q.1) Answer the following objective type questions, each question carries 01 mark:**

1. MSMED act was enacted in the year

- a. 2004
- b. 2007
- c. 2006
- d. 2008

2. MSMEs are important for the Nation's Economy because they significantly contribute to

- a. Industrial Production
- b. Exports
- c. Employment
- d. All of the above

3. Self help groups convert the savings into a common fund known as \_\_\_\_\_

- a. Common Fund
- b. Group Corpus Fund
- c. Group Fund
- d. None of the above

4. \_\_\_\_\_ helps towards the industrialisation of rural and backwards areas

- a. MSME
- b. Entrepreneurs
- c. Small Scale Industries
- d. Large Scale Industries

5. The manufacturing enterprises are defined in terms of investment in \_\_\_\_\_.

- a. Furniture
- b. Stock
- c. Plant & Machinery
- d. None of the above

**Section-B**

03x02 = 06 Marks

**Q.II) Answer the following short answer type questions, each question carries 02 marks:**

1. List any three large enterprises along with their founders that had very humble beginnings.
2. Explain the role of MSME in brief.
3. Write a short note on WTO.

**Section-C**

03x03 = 09 marks

**Q.III) Answer the following essay type questions, each question carries 03 marks:**

1. Write a short note on the MSMED Act.
2. Explain any two problems that are faced by the MSME sector.
3. What do you mean by a Cluster? Name some of the well known clusters in India.

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*Ans Key*

**Set A**

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Time: 1 Hour

Course Name: MSMEs & FAMILY BUSINESS

Max. Marks: 20

## Section-A

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- a. Furniture
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- c. **Plant & Machinery**
- d. None of the above

### Section-B

03x02 = 06 Marks

**Q.II) Answer the following short answer type questions, each question carries 02 marks:**

1. List any three large enterprises along with their founders that had very humble beginnings.

Ans. The names of the three large enterprises along with their founders are as follows:

- i) Hewlett Packard: Bill Hewlett & Dave Packard
- ii) Microsot: Bill Gates & Paul Allen
- iii) Amazon.com: Jeff Bezos

2. Explain the role of MSME in brief.

Ans. MSME plays an important role in the socio-economic transformation as well as the sustainable growth of both emerging & developed countries. It creates wealth, generates employment, need lower capital investment and promotes exports, both in rural and urban areas.

3. Write a short note on WTO.

Ans. The World Trade Organization (WTO) was formed on 1<sup>st</sup> Jan, 1995, and now comprises of 155 member nations. The WTO is a culmination of the rule-based GATT negotiation. The goal is to help producers of goods and services, exporters, and importers conduct their business.

### Section-C

03x03 = 09 marks

**Q.III) Answer the following essay type questions, each question carries 03 marks:**

1. Write a short note on the MSMED Act.

Ans. The **Micro, Small and Medium Enterprises Development Act, 2006** is an Act of the Parliament of India. According to the act, "any buyer who fails to make payment to MSMEs, as per agreed terms or a maximum of 45 days, would be liable to pay monthly compounded interest at three times the bank rate notified by RBI".

The MSMED Act is a comprehensive legislation for the promotion, development and enhancement of the competitiveness of the MSME sector. This act came into effect on 2<sup>nd</sup> October, 2006, with the core purpose of strengthening the Indian MSME and making them globally competitive.

2. Explain any two problems that are faced by the MSME sector.

Ans. The two problems are as follows:

**i) Lack of Availability of Adequate and Timely Credit:** Despite their dominant number, high growth potential, and importance in job creation, MSME face difficulty in obtaining adequate and timely equity capital on competitive terms. The major reason for this problem is the high risk perception among the banks with regards to this sector and the high transaction costs for loan appraisal. The level of non performing assets is also very high in this segment. Hence, banks are reluctant to provide credit to MSME.

**ii) Technological backwardness and lack of product innovation:** It is very important to use latest technology & invest in Research & Development for product innovation. The knowledge gap of MSME will increase with the digital divide and rapid change in technology. Due to their small scale of operation, MSME have limited access to R&D and can't invest much in acquiring latest technologies.

3. What do you mean by a Cluster? Name some of the well known clusters in India.

Ans. The cluster is a geographical concentration of MSME with close supply links, specialist suppliers, service providers and related industries and institutions, faced with common opportunities and threats.

Some of the well known clusters in India are as follows:

- i) The power loom clusters located in Guntur (Andhra Pradesh).
- ii) The diamond processing cluster in Surat (Gujrat)
- iii) The auto component cluster in Faridabad (Haryana)
- iv) The sports good and leather cluster in Jalandhar (Punjab)
- v) The marble slab cluster in Udaipur (Rajasthan)

