



PRESIDENCY UNIVERSITY, BENGALURU
SCHOOL OF ENGINEERING

Max Marks: 40

Max Time: 60 Mins

Weightage: 20 %

TEST 2

I Semester AY 2017-2018 Course: **MGT 111 Entrepreneurship**

23 OCT 2017

Instructions:

- i. Write legibly
-

Part A

(3Q x 3 M= 09 Marks)

1. Explain duplication in innovation with examples.
2. Describe any two types of cost of franchising with examples.
3. Explain any three major characteristics of Company.

Part B

(2 Q x 8 M= 16 Marks)

4. Explain Co-marketing with two examples.
5. Write any two chief characteristics of Limited Liability Partnership with examples.

Part C

(1 Q x 15 M= 15 Marks)

6. Write on any five factors affecting the pricing decision in detail.



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TEST 1

I Semester 2017-2018 Course: **MGT 111 Entrepreneurship**

15 SEPT 2017

Instructions:

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-

Part A

(3Q x 3 M= 09 Marks)

1. Define corporate entrepreneurship. Give an example.
2. What is radical innovation? Give an example.
3. What do you understand by displacement school of thought?

Part B

(2 Q x 8 M= 16 Marks)

4. What are the different types of risks an entrepreneur encounter?
5. Write any four sources of research on entrepreneurship?

Part C

(1 Q x 15 M= 15 Marks)

6. Name any Indian entrepreneur and account the common characteristics of an entrepreneur.