



BRAINWARE UNIVERSITY

Course – B. Com.

Entrepreneurship (BCM305)

(Semester – 3)

Time allotted: 3 Hours

Full Marks: 70

[The figure in the margin indicates full marks. Candidates are required to give their answers in their own words as far as practicable.]

Group –A

(Multiple Choice Type Question)

1. Choose the correct alternatives for the following:

10 x 1 = 10

i) The situation analysis is

- a) Defining Target Market/Opportunities and Threats
- b) Considering Strengths and Weaknesses
- c) A review of where the company has been and considers environmental factors.
- d) None of the options given

ii) Which is the most common cause of business failure?

- a) Insufficient capital
- b) Unstable market
- c) Insufficient experience
- d) Poor entrepreneurship

iii) Using which of the following, the entrepreneur values the underlying worth of the business based on its assets?

- a) Asset valuation
- b) Owners
- c) equity Liquidity ratio
- d) Asset turnover

iv) Which of the following is the most important for the entrepreneur, while starting a new venture, to make an assessment of?

- a) Risk
- b) Profit
- c) Market
- d) Competitors

- v) An entrepreneur doing business within the national border is called:
- a) International entrepreneurship
 - b) Intrapreneurship
 - c) Domestic entrepreneurship
 - d) Imports
- vi) What is the process by which individuals pursue opportunities without regard to resources they currently control?
- a) Startup management
 - b) Entrepreneurship
 - c) Financial analysis
 - d) Feasibility planning
- vii) The difference in the entrepreneurial and managerial domains has contributed towards an increase interest in:
- a) Forming new firms
 - b) Partnership
 - c) Intrapreneurship
 - d) Private firms
- viii) The entrepreneur's _____ depends on his perception of the opportunity.
- a) Commitment to opportunity
 - b) Commitment of resources
 - c) Control of resources
 - d) Strategic orientation
- ix) Why should an entrepreneur do a feasibility study?
- a) To see if there are possible barriers to success
 - b) To identify possible sources of funds
 - c) To estimate the expected sales
 - d) To explore potential customers
- x) Which of the following is NOT among the three perspectives that should be considered in preparing a business plan?
- a) Marketing perspective
 - b) Perspective of the entrepreneur
 - c) Investor perspective
 - d) Technical perspective

Group - B

(Short Answer Type Questions)

Answer any three of the following

3 x 5 = 15

2. Distinguish between Entrepreneurs and Entrepreneurs
3. Rewards and motivation of an entrepreneur.
4. What are the qualities of a prospective entrepreneur?

Write short notes on:

5. Drone Entrepreneurs
6. McClelland's N-Ach theory

Group - C

(Long Answer Type Questions)

Answer any three of the following

3 x 15 = 45

7. As a potential entrepreneur, how would you construct a business plan to satisfy your banker?
8. Contribution to Indian Economy has to come from Entrepreneurial achievements. Evaluate the statement, signifying the role of Entrepreneurship.
9. "Developing countries need imitative, humbler entrepreneurs rather than innovative entrepreneurs". Do you agree? Give reasons.
10. "Social Entrepreneurs reforms the society and create valuable social programs." Justify the statement with the help of an example.
11. How do you identify a business opportunity? Discuss with examples the process of opportunity identification.