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## **BRAINWARE UNIVERSITY**

**Term End Examination 2024-2025**

**Programme – B.Sc.(Ag)-Hons-2022**

**Course Name – Entrepreneurship Development and Business Communication**

**Course Code - CC-BAG576(T)**

**( Semester V )**

**Full Marks : 50**

**Time : 2:0 Hours**

[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 x 20=20**

**1. Choose the correct alternative from the following :**

- (i) Identify which type of intrapreneurship often involves employees within an established organization pursuing innovative ideas?
  - a) Corporate intrapreneurship
  - b) Family intrapreneurship
  - c) Online intrapreneurship
  - d) Solo intrapreneurship
- (ii) Infer what is the primary aim of assessing entrepreneurship skills?
  - a) To eliminate competition among entrepreneurs
  - b) To encourage risk aversion in entrepreneurs
  - c) To help individuals become more self-aware and effective entrepreneurs
  - d) To identify and select the most profitable business opportunities
- (iii) Identify which of the following characteristics is often associated with entrepreneurial behavior?
  - a) Risk aversion
  - b) Resistance to change
  - c) Procrastination
  - d) Initiative and innovation
- (iv) Compute what is the term for the tendency of entrepreneurs to see opportunities where others see problems or challenges?
  - a) Risk assessment
  - b) Opportunity recognition
  - c) Market saturation
  - d) Cost analysis
- (v) Identify which type of motivation is typically more important for entrepreneurs compared to traditional employees?
  - a) Extrinsic motivation
  - b) Salary and benefits
  - c) Intrinsic motivation
  - d) Job security
- (vi) Identify which of the following is an example of entrepreneurial behavior in the context of decision-making?

- a) Avoiding any decision that involves risk      b) Making decisions solely based on past experiences
- c) Taking calculated risks to seize opportunities      d) Always choosing the safest and most conservative option
- (vii) Identify what environmental factor refers to the overall economic conditions that can affect entrepreneurial activities?
- a) Government policies      b) Market demand
- c) Economic climate      d) Social culture
- (viii) Identify what term is used to describe the set of laws and regulations that govern business activities and can influence entrepreneurship?
- a) Economic climate      b) Government policies
- c) Competitive landscape      d) Social norms
- (ix) Identify which of the following environmental factors is characterized by the availability of advanced tools and systems that can enhance productivity and innovation?
- a) Government policies      b) Economic climate
- c) Technological advancements      d) Market demand
- (x) Identify the primary objective of a business?
- a) Social responsibility      b) Profit generation
- c) Government regulation      d) Environmental sustainability
- (xi) Identify which business concept is closely related to the value chain analysis and focuses on creating superior value for customers compared to competitors?
- a) Competitive advantage      b) Market segmentation
- c) Supply chain management      d) Market research
- (xii) Articulate how does agribusiness play a role in ensuring food security?
- a) By reducing the diversity of food sources      b) By promoting monoculture farming
- c) By increasing agricultural productivity and distribution      d) By limiting access to nutritious food
- (xiii) Classify the economic significance of agribusiness in rural areas?
- a) It usually leads to rural depopulation      b) It often results in increased unemployment
- c) It creates job opportunities and stimulates local economies      d) It has no impact on rural communities
- (xiv) Clarify how does agribusiness contribute to technological advancements in agriculture?
- a) By discouraging the use of modern technology      b) By promoting traditional farming methods
- c) By investing in research and development of agricultural innovations      d) By reducing the use of machinery
- (xv) Infer which of the following is a potential challenge associated with the growth of agribusiness?
- a) Increased food security      b) Environmental sustainability concerns
- c) Decreased employment opportunities      d) Reduced agricultural productivity
- (xvi) Identify what factor has significantly transformed Indian agribusiness by increasing access to information and markets for farmers?
- a) Climate change      b) Government subsidies
- c) Mobile technology and the internet      d) Traditional farming practices
- (xvii) What managerial skill is vital for adapting to changes in the business environment and making informed decisions?
- a) Technical skill      b) Human skill
- c) Conceptual skill      d) Time management skill

(xviii) What is Total Quality Management (TQM)?

- a) A process to minimize the number of employees in an organization
- b) A system for maximizing profits at any cost
- c) An approach to achieving quality excellence and customer satisfaction
- d) A method for cost-cutting through employee layoffs

(xix) Who is often credited with introducing the concept of Total Quality Management (TQM)?

- a) Henry Ford
- b) W. Edwards Deming
- c) Frederick Taylor
- d) Alfred Sloan

(xx) What is the primary focus of TQM with regard to quality?

- a) Inspecting final products for defects
- b) Managing quality control inspectors
- c) Preventing defects and improving processes
- d) Reducing customer complaints

### Group-B

(Short Answer Type Questions)

2.5 x  
10=25

2. Explain Agricultural knowledge management sector. (2.5)
3. Outline the Importance of Agripreneurship. (2.5)
4. Outline Obstacles of Agripreneurship. (2.5)
5. Outline Stages of Entrepreneurship Development. (2.5)
6. Outline Phases of Entrepreneurial Venture. (2.5)
7. Illustrate the Entrepreneurial Development Cycle (2.5)
8. Assess the Definition of Monitoring. (2.5)
9. Explain Autocratic Style of Leadership. (2.5)
10. Explain Bureaucratic Style of Leadership. (2.5)
11. Discuss the Importance of creativity. (2.5)

OR

Discuss what Identifying the problem mean in terms of problem solving. (2.5)

### Group-C

(Long Answer Type Questions)

5 x 1=5

12. Discuss what is National Institute for Entrepreneurship and Small Business Development (NIESBUD) with objectives. (5)

OR

Discuss what is Entrepreneurship Development Institute of India (EDII) with objectives. (5)

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