



BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – Dip.CSE-2022

Course Name – Entrepreneurship and Startups

Course Code - HS501

(Semester V)

Library
Brainware University
388, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700129

Full Marks : 60

Time : 2:30 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 15=15

1. Choose the correct alternative from the following :

(i) Define 'entrepreneurship' in the context of economic growth.

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|--|---|
| a) The act of managing a company efficiently | b) The process of investing in stocks and bonds |
| c) The creation and management of a new business to achieve financial gain | d) The study of consumer behavior and market trends |

(ii) Explain the impact of government policies on new business ventures.

- | | |
|---|---|
| a) They have no impact on new ventures. | b) They can either encourage or hinder entrepreneurial activities through regulations and support mechanisms. |
| c) They only impact large corporations. | d) They primarily affect consumer behavior. |

(iii) Define a key quality that is essential for a prospective entrepreneur.

- | | |
|-----------------------|------------------|
| a) High adaptability | b) Inflexibility |
| c) Avoidance of risks | d) Passivity |

(iv) Explain the importance of mentorship for new entrepreneurs.

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|--|--|
| a) Mentors provide financial support only. | b) Mentors offer guidance, experience, and networking opportunities. |
| c) Mentorship is irrelevant for successful entrepreneurship. | d) Mentors focus solely on marketing strategies. |

(v) Explain the core difference between McGregor's Theory X and Theory Y.

- | | |
|--|---|
| a) Theory X assumes employees are inherently motivated and seek responsibility, while Theory Y assumes employees need close supervision. | b) Theory X assumes employees need constant supervision and are inherently lazy, while Theory Y assumes employees are self-motivated and seek responsibility. |
|--|---|

- c) Theory X and Theory Y both assume that employees are motivated solely by financial rewards.
- d) Theory X focuses on individual needs while Theory Y focuses on organizational needs.
- (vi) Define the core principle of Maslow's Need Hierarchy Theory related to self-actualization.
- a) It is the need for creative and personal growth, achieving one's full potential.
- b) It represents the most basic level of human needs.
- c) It involves the need for social connections and relationships.
- d) It is focused on avoiding discomfort and dissatisfaction in the workplace.
- (vii) Select the theory that views motivation as a result of the expectancy of achieving desirable outcomes.
- a) Equity Theory
- b) Expectancy Theory
- c) Maslow's Need Hierarchy Theory
- d) Alderfer's ERG Theory
- (viii) Locate the characteristic that best describes problem-solving.
- a) Delegating tasks to others.
- b) Implementing a plan without modifications.
- c) Analyzing a situation to identify solutions.
- d) Waiting for instructions
- (ix) Locate the factor that most influences entrepreneurial success.
- a) High initial investment
- b) Networking abilities
- c) Personal hobbies
- d) Time management skills
- (x) Locate the most critical trait for entrepreneurial leadership.
- a) Authoritarianism
- b) Empathy
- c) Indecisiveness
- d) Rigidity
- (xi) Select the year when the term "women entrepreneurs" was first recognized by the Indian government.
- a) 1975
- b) 2005
- c) 1995
- d) 1985
- (xii) Locate the continent where women entrepreneurs face the highest gender gap in entrepreneurship.
- a) Asia
- b) Africa
- c) South America
- d) Europe
- (xiii) Choose the correct procedure to apply for assistance from the Directorate of Industries.
- a) Online application
- b) Direct walk-in
- c) Postal application
- d) Email application
- (xiv) Choose the organization responsible for promoting export and import activities in India.
- a) SIDBI
- b) EXIM Bank
- c) SISI
- d) KVIC
- (xv) What is the purpose of management succession planning?
- a) Increasing sales
- b) Ensuring smooth leadership transition
- c) Marketing expansion
- d) Reducing costs

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Explain how effective communication contributes to entrepreneurial success. (3)
3. Analyze the significance of decision-making skills in the context of entrepreneurship. (3)
4. Explain the concept of 'entrepreneurial ecosystem' and its relevance to entrepreneurship. (3)
5. Describe McGregor's Theory X and Theory Y. (3)
6. Evaluate the importance of continuous learning and development for entrepreneurs. (3)

OR

Evaluate the effectiveness of government policies in supporting women entrepreneurs. (3)

Group-C
(Long Answer Type Questions)

5 x 6=30

7. Evaluate the importance of export and import assistance in the growth of new ventures. (5)
8. Justify the importance of financial literacy for women entrepreneurs. (5)
9. Examine the role of government policies in supporting or hindering women entrepreneurs. (5)
10. Enumerate on the role of self-efficacy in entrepreneurial motivation and success. (5)
11. Examine the relationship between entrepreneurial skills and motivation in achieving business success. (5)
12. Justify the importance of the Small Industries Service Institute (SISI) in promoting small-scale entrepreneurship. (5)

OR

Justify the procedures for applying for assistance from different organizations in setting up a new venture. (5)
