



## BRAINWARE UNIVERSITY

Term End Examination 2024-2025

Programme – Dip.RA-2022/Dip.CE-2022

Course Name – Entrepreneurship and Startups

Course Code - HS601

( Semester VI )

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) Recognize the disadvantage associated with the entrepreneurial pursuit of high-risk ventures.
 

a) Limited potential for financial gain	b) Decreased job opportunities
c) Possibility of financial loss	d) Reduced innovation
- (ii) Recall how entrepreneurship is generally compared with traditional employment in terms of income potential.
 

a) Entrepreneurship usually offers a steady, predictable income stream.	b) Traditional employment typically provides higher earning potential with less initial investment.
c) Entrepreneurship often involves lower income potential due to market uncertainties.	d) Traditional employment and entrepreneurship offer similar income prospects.
- (iii) Describe the person often referred to as the "Father of the Indian Software Industry."
 

a) Ratan Tata	b) Azim Premji
c) Narayana Murthy	d) Mukesh Ambani
- (iv) Recognize the factors that contribute to the under-representation of women in corporate leadership positions.
 

a) Equal opportunities policies	b) Lack of educational qualifications
c) Social biases and stereotypes	d) Family-friendly workplace initiatives
- (v) Locate factors that have significantly contributed to the achievements of women entrepreneurs in recent years.
 

a) Limited access to education and skill development opportunities	b) Supportive ecosystem comprising mentorship and networking initiatives
c) Gender-based discrimination impeding entrepreneurial endeavors	d) Reluctance to take risks and pursue innovative ideas

- (vi) Omit the approach commonly used by entrepreneurs to evaluate the feasibility of a business decision.
- a) SWOT analysis
  - b) Trial and error
  - c) Gut feeling
  - d) Following industry trends blindly
- (vii) List the primary purpose of conducting market research when setting up a new entrepreneurship venture.
- a) To finalize the business name
  - b) To identify potential competitors and market demand
  - c) To choose the office location
  - d) To hire employees
- (viii) Match what distinguishes non-governmental organizations (NGOs) from other entrepreneurship entities.
- a) NGOs focus solely on maximizing profits for their stakeholders.
  - b) NGOs primarily serve as regulatory bodies for entrepreneurial activities.
  - c) NGOs are non-profit organizations dedicated to social causes, including supporting entrepreneurship, without government affiliation.
  - d) NGOs are exclusively funded and operated by the government to promote entrepreneurship.
- (ix) Discuss the following leadership principles that a leader who encourages employees to try new things and take risks puts into practice.
- a) Risk-averse leadership
  - b) Innovative leadership
  - c) Authoritarian leadership
  - d) Transactional leadership
- (x) Describe the significance of market analysis in entrepreneurial ideas evaluation.
- a) It hinders creativity and innovation
  - b) It provides insights into market dynamics and potential demand
  - c) It limits entrepreneurial vision
  - d) It discourages entrepreneurs from entering the market
- (xi) Generalize which statement best captures the essence of entrepreneurship when compared to traditional employment:
- a) Entrepreneurs typically have a fixed schedule and work under direct supervision.
  - b) Entrepreneurship involves taking risks, innovation, and creating opportunities for oneself.
  - c) Traditional jobs offer greater flexibility and control over one's work environment.
  - d) Entrepreneurs have limited control over decision-making processes compared to employees.
- (xii) Judge the role of invention in entrepreneurship:
- a) It serves as the foundation for innovation.
  - b) It ensures immediate market success.
  - c) It guarantees profitability without further development.
  - d) It eliminates the need for creativity in business.
- (xiii) Prepare an approach that involves analysing existing products or services and identifying areas for improvement or innovation.
- a) Market research
  - b) Gap analysis
  - c) Competitive benchmarking
  - d) Customer segmentation
- (xiv) Observe the common barriers to creativity in entrepreneurship.
- a) Excessive structure and rigidity.
  - b) Open communication channels.
  - c) Diverse perspectives within the team.
  - d) Supportive organizational culture.
- (xv) Relate which stage of problem-solving involves the generation of various possible solutions.
- a) Problem identification
  - b) Solution implementation
  - c) Solution evaluation
  - d) Solution generation

### Group-B

(Short Answer Type Questions)

3 x 5=15



2. Explain the role of research in idea generation process. (3)
3. Examine how effective communication contributes to entrepreneurial success. (3)
4. Indicate Khadi & Village Industries Corporation's role in entrepreneurship development and government initiatives. (3)
5. Explain why a clear business model is important in a business plan. (3)
6. Evaluate how non-governmental organisations (NGOs) can contribute to entrepreneurship development. (3)

OR

Test the key considerations that should be addressed when developing content and designing a business plan for preparation. (3)

**Group-C**

(Long Answer Type Questions)

5 x 6=30

7. State the significance and contribution of evaluation in entrepreneurship and how it contributes to the success of a business venture. (5)
8. Recall how social entrepreneurship contributes to societal development and what criteria can be used to evaluate the impact of social entrepreneurship. (5)
9. Explain the notable global achievements of women entrepreneurs and how these achievements have contributed to reshaping women's perception of business. (5)
10. Justify how entrepreneurs can effectively identify and solve market problems during product development process. (5)
11. Assess the contribution of accelerators and incubators to the startup funding ecosystem and what criteria are normally used to select and support entrepreneurs. (5)
12. Analyze the advantages and challenges of owning and operating a family business. (5)

OR

Explain how technology integration influences entrepreneurial development in India, and what opportunities and challenges arise from the tech-driven entrepreneurial landscape. (5)

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