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# BRAINWARE UNIVERSITY

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Brainware University
398, Ramkrishnapur Road, Barasat
Kolkata, West Bengal-700125

**Term End Examination 2025-2026**
**Programme – Dip.CSE-2022/Dip.CSE-2023**
**Course Name – Entrepreneurship and Startups**
**Course Code - HS501**
**( Semester V )**

**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) Identify the term that best describes the process of creating, organizing, and managing a business venture.

a) Entrepreneurship
b) Innovation
c) Management
d) Marketing

(ii) Explain how social networks contribute to entrepreneurial success.

a) They provide emotional support only.
b) They are used for personal socializing but not for business.
c) They help entrepreneurs access resources, information, and opportunities.
d) They primarily offer financial support.

(iii) Explain the term 'intrapreneurship'.

a) Entrepreneurship within a corporate environment
b) Starting a business from scratch
c) Investing in real estate
d) Managing a traditional family business

(iv) Identify the economic benefit that is often associated with a thriving entrepreneurial sector.

a) Increased unemployment rates
b) Greater economic diversification
c) Decreased consumer spending
d) Lower levels of innovation

(v) Identify the motivational factor described as being crucial for job satisfaction, according to Herzberg's Two-Factor Theory.

a) Hygiene factors
b) Motivators
c) Extrinsic rewards
d) Basic needs

(vi) Explain the significance of McClelland's Need for Achievement in entrepreneurial motivation.

a) It emphasizes the drive for financial success and external recognition.
b) It focuses on the desire to innovate and achieve success in challenging tasks.
c) It highlights the importance of maintaining a work-life balance.
d) It underlines the necessity of following established procedures and guidelines.



149- 19

(vii) Define the key concept of Alderfer's ERG Theory that allows for the reactivation of lower-level needs if higher-level needs are not fulfilled.

a) Need for Achievement
b) Need for Affiliation
c) Frustration-Regression Principle
d) Need for Power

(viii) Define the term "self-actualization" as per Maslow's theory.

a) The need for social relationships and connections.
b) The desire for basic physiological and safety needs.
c) The realization of personal potential, self-fulfillment, and seeking personal growth.
d) The need for respect and recognition from others.

(ix) Identify an example of a decision-making tool.

a) SWOT Analysis
b) Listening
c) Brainstorming
d) Negotiating

(x) Choose the most effective way to enhance problem-solving skills in a team.

a) Discouraging feedback
b) Avoiding discussions
c) Encouraging collaborative brainstorming
d) Sticking to conventional methods

(xi) Identify the first woman entrepreneur to be listed in Forbes' World's 100 Most Powerful Women.

a) Indra Nooyi
b) Kiran Mazumdar-Shaw
c) Oprah Winfrey
d) Sheryl Sandberg

(xii) Select the main reason for the low percentage of women entrepreneurs in technology fields.

a) Lack of interest
b) Gender bias in education
c) High competition
d) Regulatory issues

(xiii) Select an innovative approach that women entrepreneurs can use to overcome funding challenges.

a) Traditional bank loans
b) Crowdfunding platforms
c) Family loans
d) Stock market investments

(xiv) determinethe main objective of the Khadi & Village Industries Corporation (KVIC).

a) Promote heavy industries
b) Promote small-scale industries
c) Promote village and cottage industries
d) Promote export-oriented units

(xv) determinethe type of assistance provided by SIDBI to new ventures.

a) Technical assistance
b) Financial assistance
c) Marketing assistance
d) Legal assistance

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## Group-B

(Short Answer Type Questions) 3 x 5=15

2. Explain the importance of creativity in entrepreneurship. (3)
3. Describe the decision-making process an entrepreneur might follow. (3)
4. Explain the significance of women entrepreneurs in the global economy. (3)
5. Discuss the concept of loan syndication and its relevance to startups. (3)
6. Evaluate the importance of networking for women entrepreneurs. (3)

**OR**

Analyze the impact of entrepreneurship on economic development. (3)

## Group-C

(Long Answer Type Questions) 5 x 6=30

7. Explain the role of management succession in the context of startup growth and sustainability. (5)
8. Explain the impact of cultural attitudes on women entrepreneurs in different regions of the world. (5)
9. Examine on the different motivational factors that influence entrepreneurial behavior. (5)

10. Discuss Maslow's Need Hierarchy Theory and its application in entrepreneurial motivation. (5)
11. Examine the relationship between entrepreneurial skills and motivation in achieving business success. (5)
12. Analyze the conditions necessary for fostering entrepreneurship in a society. (5)

**OR**

Examine the role of government in promoting entrepreneurship. (5)

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