



BRAINWARE UNIVERSITY

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

Term End Examination 2023

Programme – B.Com.(BFA)-Hons-2018/B.Com.(BFA)-Hons-2019/B.Com.(BF)-Hons-2021

Course Name – Entrepreneurship
Course Code - BCM405/BCMS401
(Semester IV)

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 a business arrangement where one party allows another party to use a business name and sell its products or services is known as_____.
- a) A cooperative
b) A franchise
c) An owner-manager business
d) A limited company
- (ii) Identify the term _____ denotes bonus or financial aid which is given by a government to an industry to help it compete with other units
- a) Incentive.
b) Subsidy.
c) Bounty.
d) Concession.
- (iii) Primary data is_____.
- a) the most important data.
b) new data specifically collected for a project
c) data that is collected second.
d) the data that is collected first.
- (iv) Identify the oldest form of business organization is _____.
- a) Partnership.
b) Sole proprietorship
c) joint stock company.
d) co-operative undertaking.
- (v) actions by an entrepreneur most likely to contribute to creative destruction
- a) Development of a new product
b) Take-over of a competitor
c) Issuing shares
d) Development of an organization
- (vi) Identify which one of the following gives suggestions for new product and also help to market new products?
- a) Existing products and services
b) Federal government
c) Distribution Channels
d) Consumers
- (vii) Choose which of the following are described as one of the Big Five personality traits?
- a) tolerance of others
b) need for achievement.
c) propensity to leadership.
d) locus of control.

OR

Analyse the steps involved in preparing the marketing plan

(5)

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