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BRAINWARE UNIVERSITY

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.]

15

		Group-A	
1.	(Multiple Ch Choose the correct alternative from the fo	noice Type Question) 1 x 15	=1
(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		
(ii)	a) A cooperative c) An owner-manager business Identify the term denotes begovernment to an industry to help it com	onus or financial aid which is given by a	
(iii)	a) Incentive. c) Bounty. Primary data is	b) Subsidy. d) Concession.	
(iv)	a) the most important data.c) data that is collected second.Identify the oldest form of business organ	 b) new data specifically collected for a proje d) the data that is collected first. nization is 	ct
(v)	a) Partnership. c) joint stock company actions by an entrepreneur mo	b) Sole proprietorship d) co-operative undertaking. st likely to contribute to creative destruction	
(vi)	a) Development of a new productc) Issuing sharesIdentify which one of the following gives market new products?	b) Take-over of a competitor d) Development of an organization suggestions for new product and also help to	
(vii)	a) Existing products and services c) Distribution Channels Choose which of the following are describ	b) Federal government d) Consumers ped as one of the Big Five personality traits?	

b) need for achievement.

d) locus of control.

a) tolerance of others

c) propensity to leadership.

(viii)	Relate state Industrial corporations engage	in the development of		
	a) industrial estates.	b) institutional estates.		
	c) individual investors	d) agricultural entrepreneurs.		
(ix)	Identify a corporate manager who starts a	new initiative for their company which		
	entails setting up a new distinct business unit and board of directors can be regarded as?			
	a) Ecopreneur	b) Technopreneur		
	c) Intrapreneur	d) Social Entrepreneur		
(x)	Relates large investment is made in fixed	assets, the project will be termed as		
	a) Capital Intensive.	b) Labour Intensive.		
	c) Product Intensive.	d) Market Intensive.		
(xi)	The purpose of all good small business str	rategy is		
	a) to increase turnover.	b) to increase profitability		
	I	d) to achieve stated objectives.		
(xii	Name the term "entrepreneurs" was apple economist in the 18th century:	lied to business initially by the French		
	a) Cantillon	b) Jan Tinbergen		
	c) J.S.Mill	d) None of above		
(xiii) can be defined as a spec	rifically evolved work plan densed to achieve a		
	specific objective within a specific period	of time		
	a) Idea generation	b) Opportunity Scanning.		
	c) Project.	d) Strategy.		
(xiv	r) Relate a term entrepreneur who owns me	ore than one business at a time is called		
	a) an intrapreneur	b) a corporate entrepreneur		
	c) a portfolio entrepreneur	d) None of the above		
(xv) The expenses incurred on the setting up of	of the enterprise are called as		
	a) Cost of financing	b) Cost of promotion		
r	c) Cost of fixed assets	d) Cost of current assets		
		Group-B		
	(Short Ans		3 x 5=15	
2. Explain how does an entrepreneur differ from managers?		(3)		
3.1	3. Relate advantages of incentives and subsidies			
	Ilustrate Entrepreneurial ego		(3) (3)	
	Explain different forms of ownership.		(3)	
6. /	Analyse different Market development strat	egies.	(3)	
		OR		
,	Analyse product development strategies.		(3)	
	"Apart Charles and Charles and Charles	Group-C		
		wer Type Questions)	5 x 6=30	
7.	Relate motivation theories with Entrepren	eurship	(5)	
8.	"Feasibility study is a systematic analysis th	nat involves finding and documenting potential	(5)	
	concept of feasibility study.	alyse the statement while elaborating the	ang la	
9.	Appraise role and relevance of entreprene	urship development program in India	(5)	
10.	Elitiebiellenisilib as a caleel - Elaborate	this statement	(5)	
11.	Illustrate the Characteristics of Successful I	Entrepreneurs.	(5)	
12.	high growth and high-rick from " Calle "	apital from individuals and firms that invest in	(5)	
	the light of the given statement.	apital from individuals and firms that invest in analyse venture capital as a source of finance i	n	

Analyse the steps involved in preparing the marketing plan

(5)

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