



BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – B.Tech.(RA)-2022/B.Tech.(RA)-2023

Course Name – Entrepreneurship

Course Code - HSMCR601

(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) Represent the relationship between creativity and small business management in the context of entrepreneurship.
 - a) Following established procedures
 - b) Replicating successful business models
 - c) Generating novel ideas and solutions
 - d) Strict adherence to industry standards
- (ii) Identify the following elements that are most likely to hinder innovation in small business management.
 - a) Diverse team members
 - b) A rigid organizational culture
 - c) Access to ample resources
 - d) Strong market competition
- (iii) Predict the impact of strong conflict management skills on a leader's effectiveness within a team.
 - a) Decision-making
 - b) Empathy
 - c) Conflict resolution
 - d) Delegation
- (iv) Identify the term that describes the process by which small businesses listen to, understand, and respond to their employees or consumers.
 - a) Customer acquisition
 - b) Customer retention
 - c) Active listening
 - d) Active listening
- (v) Identify any of the following that is not an essential part of the entrepreneurial creative process.
 - a) Idea generation
 - b) Idea evaluation
 - c) Idea imitation
 - d) Idea implementation
- (vi) Write the central goal of using servant leadership in business.
 - a) Personal power and prestige
 - b) Maximizing shareholder wealth
 - c) Serving and empowering team members
 - d) Strict rule enforcement
- (vii) Choose the main purpose of performing a cost-benefit analysis in business decision-making.
 - a) To identify potential risks
 - b) To determine the most ethical option

- c) To evaluate the financial impact of alternatives
d) To gather input from stakeholders
- (viii) Indicate the challenges encountered by women entrepreneurs while managing both professional and personal responsibilities.
- a) Strong networking opportunities
b) Supportive business partners
c) Family responsibilities
d) Easy access to markets
- (ix) Identify the common objective of business decision-making.
- a) Minimising risk at all costs
b) Maximising profits in the short term
c) Achieving long-term sustainability and growth
d) Avoiding competition in the market
- (x) Select the factor that is considered a key aspect of the entrepreneurship concept.
- a) Avoiding all forms of risk
b) Conformity to existing norms
c) Opportunity recognition and innovation
d) Stagnation and resistance to change
- (xi) Estimate the role of market analysis in assessing entrepreneurial ideas.
- 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
- (xii) Recognize characteristics that are often associated with successful entrepreneurs.
- a) Risk aversion
b) Lack of passion
c) Persistence
d) Conformity
- (xiii) Recite how entrepreneurs can stimulate creativity within teams.
- a) By micromanaging every aspect of the project.
b) By fostering a culture of trust, experimentation, and collaboration.
c) By imposing strict rules and regulations.
d) By discouraging diversity in perspectives.
- (xiv) Observe which problem-solving approach focuses on breaking down a problem into manageable smaller parts.
- a) Holistic approach
b) Incremental approach
c) Systematic approach
d) Analytical approach
- (xv) Name one of the following that is NOT a function of SIDBI in promoting entrepreneurship:
- a) Providing financial assistance to small-scale industries
b) Offering credit guarantees to banks and financial institutions for loans to SMEs
c) Conducting market research and providing consultancy services to startups
d) Regulating the stock market to facilitate investment in small enterprises

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Interpret how the concept of invention differs from innovation. (3)
3. Determine how active listening contributes to effective business communication. (3)
4. Describe the key elements that should be included in a business plan template for creating a comprehensive business plan. (3)
5. Explain the meaning and concept of entrepreneurship. (3)
6. Analyze how different government organisations contribute to the development of entrepreneurship and what types of assistance they offer to aspiring entrepreneurs. (3)

OR

Calculate how non-banking finance companies (NBFCs) contribute to entrepreneurship, and how government intervention impacts their role (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

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7. Review how entrepreneurs can foster a culture of innovation and creativity in their startup teams to enhance product development. (5)
8. Evaluate how NABARD actively promotes entrepreneurship in rural areas, in particular in the agricultural sector, as well as the key initiatives it has taken in order to support aspiring entrepreneurs. (5)
9. Distinguish the effects of psychological and social factors on an entrepreneur's ability to innovate and adapt in an evolving business environment, highlighting any mismatch. (5)
10. Explain how entrepreneurs can exploit creativity as a vital skill in the application of entrepreneurial endeavours, and what specific traits contribute to creating a creative mindset in business. (5)
11. Describe how entrepreneurship promotes innovation and why it is critical for corporate success. (5)
12. Explain how individuals and teams can enhance their creativity during the idea-generation process. (5)

OR

Analyze the advantages and challenges of owning and operating a family business. (5)

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