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BRAINWARE UNIVERSITY

Term End Examination 2025-2026

Programme – BCA-Hons-2023

Course Name – IT Enabled Services and Entrepreneurship

Course Code - BCA60119

(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) Which part of the MS-Word interface contains commands grouped under tabs like Home, Insert, and Layout?
 - a) Status Bar
 - b) Ribbon
 - c) Title Bar
 - d) Scroll Bar
- (ii) Which feature in MS-Word helps users automatically detect spelling and grammatical errors?
 - a) Mail Merge
 - b) Thesaurus
 - c) Spell Check
 - d) Track Changes
- (iii) In MS-Excel, the intersection of a row and a column is called a
 - a) Sheet
 - b) Range
 - c) Formula
 - d) Cell
- (iv) Which Excel feature displays the contents or formula of the currently selected cell?
 - a) Name Box
 - b) Worksheet Tab
 - c) Formula Bar
 - d) Status Bar
- (v) Which slide component in MS-PowerPoint is mainly used to add explanatory points for the presenter only?
 - a) Notes Pane
 - b) Title Placeholder
 - c) Slide Pane
 - d) Status Pane
- (vi) The role of e-commerce in modern business is best understood by its ability to
 - a) replace all physical markets
 - b) reduce customer choices
 - c) provide wider market reach with lower operational costs
 - d) eliminate competition
- (vii) Internet marketing differs from traditional marketing mainly because it
 - a) uses handwritten promotional methods
 - b) targets a broad audience without analysis
 - c) allows targeted promotion based on user data
 - d) depends only on television advertisements

- (viii) Understanding internet user behavior helps businesses primarily to
- a) increase product manufacturing
 - b) design better websites and marketing strategies
 - c) reduce internet usage
 - d) avoid online platforms
- (ix) Advertising on the internet is considered effective mainly because it
- a) cannot be measured
 - b) reaches only local customers
 - c) depends on physical banners
 - d) provides real-time performance tracking
- (x) Which reason best explains why businesses prefer internet marketing over traditional advertising?
- a) Internet marketing avoids customer interaction
 - b) It provides faster feedback and measurable results
 - c) It eliminates the need for promotion
 - d) It depends only on word-of-mouth
- (xi) Determine what government support includes.
- a) Taxes
 - b) Subsidies
 - c) Barriers
 - d) Loss
- (xii) Judge what women entrepreneurship improves.
- a) Inequality
 - b) Social status
 - c) Dependency
 - d) Illiteracy
- (xiii) Illustrate what is meant by a psychological barrier.
- a) Overconfidence
 - b) Low confidence
 - c) Risk loving
 - d) Motivation
- (xiv) Interpret the sector in which women mostly work.
- a) Mining
 - b) Small scale
 - c) Defense
 - d) Heavy industry
- (xv) Judge what women entrepreneurship ultimately leads to.
- a) Stagnation
 - b) Inclusive growth
 - c) Poverty
 - d) Unemployment

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify the types of office documents that are commonly scanned for digital storage. (3)
3. Explain the role of MS-Excel in business analysis for data organization and decision-making. (3)
4. Explain how an entrepreneur can use e-commerce to expand market reach. (3)
5. Demonstrate the use of online payment systems. (3)
6. Develop a digital business model by outlining how value is created, delivered, and monetized using digital platforms. (3)

OR

Design a digital startup idea for rural markets.

(3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Differentiate between online buying and physical market buying based on consumer behavior. (5)
8. Identify the role of consumer data in online marketing decisions. (5)
9. Describe the role of entrepreneurs in regional economic development. (5)
10. Compare and analyze entrepreneurial leadership with traditional management practices. (5)
11. Evaluate the role of entrepreneurship in promoting self-employment opportunities. (5)
12. Evaluate the necessity of legal protection for creative works in a knowledge-based economy. (5)

OR

Evaluate the importance of copyright laws in protecting interests in the publishing and media industry. (5)