



BRAINWARE UNIVERSITY

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Term End Examination 2022
Programme – MBA-2018/MBA-2020/MBA-2021
Course Name – Entrepreneurship Development & CSR
Course Code - MBA301
(Semester III)

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) Infer from the following the idea generation method that focuses on parameters.

a) Brainstorming	b) Reverse brainstorming
c) Creative problem solving	d) Synoptic
 - (ii) An entrepreneur into the hosiery business found out the reason his hosiery was not selling was due to its color. Appraise the best source of this information?

a) Supplier	b) Retailer
c) Competition	d) Government
 - (iii) For a better business opportunity two start-ups decide to have MoU. Decide who will sign the MoU.

a) At least one party	b) Both the parties
c) Not necessary to sign	d) By third party
 - (iv) Decide the number of Director(s) a Public Limited Companies in India may have.

a) 1	b) 2
c) 3	d) None of these
 - (v) Adapt a plan which should contain control points to ascertain business progress.

a) HR	b) Marketing
c) R & D	d) Operational
 - (vi) Speculate the area where MSME-DI is operating for new business growth.

a) State level	b) Block level
c) District level	d) National level
 - (vii) "Angels" usually provide financing . Label the type of financing.

a) Debt	b) Equity
c) Stock Sales	d) None of the given options
 - (viii) Match the Entrepreneurship process from the following:

- a) Creating new ventures
c) Creating an organization
- b) Doing business
d) None of these.
- (ix) All of the following are important elements of the financial data and projections section of a business plan EXCEPT one. Identify that exception.
- a) PERT analysis
c) Break-even analysis
- b) Projected income statements
d) Cost controls
- (x) As per Maslow's Need Hierarchy Theory, predict what an entrepreneur should focus on:
- a) Physiological needs
c) Self-Esteem needs
- b) Social needs
d) Self-Actualization needs
- (xi) Express "PMKVY" from the following:
- a) Prime Minister's Kaushal Vikas Yojana
c) Prime Minister's Kristi Vikas Yojana
- b) Pradhan Mantri Kaushal Vikas Yojana
d) Pradhan Mantri Kristi Vikas Yojana
- (xii) Cite the word which express the process of creating something new?
- a) Business model
c) Creative flexibility
- b) Modeling
d) Innovation
- (xiii) Choose the most popular financial option for Entrepreneur.
- a) Angel Investors
c) Venture Capitalists
- b) Credit Cards
d) Public Offering
- (xiv) Judge the best channels which give suggestions for new product and help to penetrate new market.
- a) Existing Products & Services channels
c) Government channels
- b) Distribution channels
d) Consumers channels
- (xv) Predict which one of the following is NOT an important activity of Business Plan in a new venture?
- a) Family Background of the Entrepreneur
c) Industry Analysis
- b) Functional Plan
d) Company Name

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Identify any three factors which helps ENTREPRENEURS to innovate. (3)
3. Write any five outstanding abilities which prompt Women to search and establish new ventures. (3)
4. Sketch three problems which create barriers for Women to become successful entrepreneur. (3)
5. Evaluate the role of Indian Institute of Entrepreneurship(IIE) for assisting small entrepreneurs. (3)
6. Infer the business issues an entrepreneur should solve before starting a business? (3)

OR

Express the role plays by National Institution of Entrepreneurship and Small Business Development(NIESBUD) to promote small business in India. (3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Identify five qualities of a successful entrepreneur. (5)
8. Explain three Social factors affecting entrepreneurship development in India. (5)
9. Today Indian women play a vital role in the growth and prosperity of the Indian economy by making a great impact. Write your views by highlighting and five Indian women entrepreneurs and their Enterprises. (5)
10. Analyze MSME's market development assistance scheme for boosting up Entrepreneurs. (5)
11. The WEP (Women Entrepreneurship Platform) is for budding and existing women (5)

entrepreneurs across India. Explain with WEP activities.

12. Assess the ILO Tripartite Declaration of Principles concerning Multinational Enterprises on Social Policy with respect to Indian scenario. (5)

OR

Assess the ILO Tripartite Declaration of Principles concerning Multinational Enterprises on Social Policy. (5)
