



BRAINWARE UNIVERSITY

Term End Examination 2023-2024

Programme – B.Com.(AFB)-Hons-2022

Course Name – Entrepreneurship & Start-up

Course Code - 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) The concept of entrepreneurship can be defined as:
- a) The process of starting and managing a business venture to achieve profit and growth.
 - b) The act of inventing new products or services.
 - c) The process of hiring and managing employees within a company.
 - d) The act of investing in established businesses for financial gain.
- (ii) Identify among the following the best that describes a serial entrepreneur.
- a) An entrepreneur who starts multiple businesses simultaneously
 - b) An entrepreneur who starts and runs one successful business
 - c) An entrepreneur who starts and runs multiple businesses over time
 - d) An entrepreneur who invests in existing businesses
- (iii) Select among the following the needs that must be satisfied before an individual can progress to the next level, according to Maslow's hierarchy of needs.
- a) Esteem needs
 - b) Self-actualization needs
 - c) Safety needs
 - d) Physiological needs
- (iv) Identify the first stage of the motivational cycle according to many psychological theories.
- a) Goal setting
 - b) Need identification
 - c) Action planning
 - d) Achievement
- (v) Choose the factor that is NOT typically considered a motivating factor for entrepreneurs.
- a) Financial independence
 - b) Job security
 - c) Desire for autonomy
 - d) Passion for their idea
- (vi) Choose among the following the one that is NOT a characteristic of entrepreneurial creativity.
- a) Risk-taking
 - b) Conformity

- c) Visionary thinking
 (vii) Choose among the following the factor that often encourages entrepreneurs to pursue opportunities despite the risk of failure.
- a) Fear of uncertainty
 c) Passion for personal development
- d) Adaptability
 b) Desire for a stable income
 d) Hope for success and achievement
- (viii) Identify the factor that motivates entrepreneurs to overcome obstacles and persist in their ventures.
- a) Fear of criticism
 c) Passion for their work and mission
- b) Desire for a comfortable lifestyle
 d) Lack of ambition
- (ix) Name the person who developed the McClelland Achievement Theory.
- a) David McClelland
 c) Stanley Kubrick
- b) Michael Porter
 d) Jeff Thomsan
- (x) Identify among the following the people who own, operate, and take risk of a business venture.
- a) Employee
 c) Entrepreneurs
- b) Contractual worker
 d) Intrapreneur
- (xi) Select among the following the one considered the back bone of financial plan.
- a) Budgeting
 c) Nature of business
- b) Capital
 d) Cost of production
- (xii) Determine the 'T' referred to in a PESTLE analysis.
- a) Time
 c) Training.
- b) Technology.
 d) Talent
- (xiii) Express seed capital assistance schemes are designed for:
- a) Long-term assistance
 c) Purchase of seeds
- b) Initial assistance
 d) Short-term assistance.
- (xiv) Name the expenses that are incurred on the setting up of the enterprise.
- a) Cost of financing
 c) Cost of fixed assets
- b) Cost of promotion
 d) Cost of current assets
- (xv) Choose among the following that is included in the project cost and is estimated on the basis of the year when the enterprise breaks even.
- a) working capital
 c) cost of production
- b) cost of capital
 d) cost of equity

Group-B

(Short Answer Type Questions)

3 x 5=15

2. Illustrate the significance of promoting women's Entrepreneurship in India. (3)
3. Explain the characteristics of Project management (3)
4. Discuss various factors included in PESTLE analysis. (3)
5. Illustrate required characteristics of entrepreneur to start new venture. (3)
6. Examine the importance of copyrights and patents for an entrepreneur. (3)

OR

Analyse process approach of entrepreneurship

(3)

Group-C

(Long Answer Type Questions)

5 x 6=30

7. Compare professional versus family entrepreneurs in India. (5)
8. Explain the steps in EDPs. (5)
9. Mention stages of effective entrepreneurial development. (5)
10. The entrepreneur should develop a sound financial plan as the timely availability of funds in the right volume is key to entrepreneurial success. In light of the given statement, (5)

examine the relevance of a financial plan for an entrepreneur.

11. An entrepreneur may need the venture capitalist in the second stage of financing or as a source of bridge financing but he should always go in for a due diligence before opting for venture capital as a source of finance. Evaluate. (5)
12. Examine the Government of India's policy measures to promote Women entrepreneurship in India. (5)

OR

Explain various risks involved in the project and their management. (5)
