



**BRAINWARE UNIVERSITY**

**Coursework Examination 2018 – 19 (June 2019)**

**Programme – Doctor of Philosophy in Management/Doctor of Philosophy in Commerce**

**Course Name – Entrepreneurship Development and CSR**

**Course Code – PHD-CMECSR03/ PHD-MECSR03**

**Time allotted: 4 Hours**

**Full Marks: 100**

[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**

(Objective Type Question)

10 x 1 = 10

1. *Answer the following*
  - (i) Define entrepreneurs.
  - (ii) Explain social entrepreneurship.
  - (iii) Define Creativity.
  - (iv) Express Start up in your own words.
  - (v) Explain Mortgage.
  - (vi) Describe intellectual property.
  - (vii) Define patent.
  - (viii) Express Corporate Governance in your own words.
  - (ix) Define venture capital.
  - (x) Define Non Profit Organizations.

**Group – B**

(Short Answer Type Questions)

6 x 5 = 30

Answer any *six* from the following

2. Discuss role of creativity in invention. 5
3. Discuss the role of SMEs in Country's Economic Development. 5
4. Explain the importance of Entrepreneurial Motivation to start a business. 5
5. Explain McClelland's N Ach Theory. 5
6. Identify the importance of CSR in business. 5
7. Explain entrepreneurial values. 5
8. Discriminate between Sole Proprietorship and Partnership Firm. 5
9. Illustrate the "Role of Capital Market" in entrepreneurship development. 5

**Group – C**

(Long Answer Type Questions)

6 x 10 = 60

Answer any *six* from the following

10. Illustrate the problems and difficulties that Entrepreneurs face during starting up the Business. 10
11. Determine the sources of ideas to start a Business. 10
12. Identify the objectives of Corporate Social Responsibilities in business. 10
13. Differentiate amongst Patent, Copy Right and Trademarks. 10
14. Prepare a business plan for opening any retail business. 10
15. Develop a bankable project report. 10
16. Illustrate the role of capital market in fostering entrepreneurship. 10
17. Examine roles played by commercial banks in fostering entrepreneurship in India. 10

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