



POORNIMA UNIVERSITY, JAIPUR.
MID SEMESTER EXAMINATION 2020-21 (ODD Semester)

School : School of Management & Commerce
Course : III Year V SEM – B.COM
Subject Name : Entrepreneurship & Small Business
Subject Code : BCO05101_BCH05101

Max. Time: 1.5 hrs.

Max. Marks: 12

NOTE:- Attempt four questions. There is internal choice in Q. 1 & 2, Q. 3 & 4, Q. 5 & 6 & Q. 7 & 8.

Sec-A (CO 3) (Max. Marks-6)

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|------------|---|--------------|
| Q.1 | (a) What are various Steps involved in the formation of a small business venture | (1.5) |
| | (b) How does an entrepreneur does Financial and technical Assessment of the market for the proposed project? | (1.5) |
| | OR | |
| Q.2 | (a) How does an entrepreneur senses Business opportunity by scanning the environment for opportunities. Explain by real example | (1.5) |
| | (b) How does an entrepreneur does Market and social feasibility study Assessment of the market for the proposed project. | (1.5) |
| Q.3 | (a) What are the various location, clearances and permits required by an entrepreneur? | (1.5) |
| | (b) Talk about a small scale entrepreneurial venture that has inspired you in agriculture sector | (1.5) |
| | OR | |
| Q.4 | (a) What are some of the formalities, licensing and registration procedure involved in setting a new business? | (1.5) |
| | (b) Talk about a small scale entrepreneurial venture that has inspired you in IT sector. | (1.5) |

Sec-B (CO 4) (Max. Marks-6)

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| Q.5 | (a) How does the Finance Plan help an entrepreneur? Explain briefly | (1.5) |
| | (b) Make a quick & broad marketing Plan for a Soaps manufacturing business | (1.5) |
| | OR | |
| Q.6 | (a) What are the 5 sub plans under a Business plan. Explain them briefly | (1.5) |
| | (b) Make a quick & broad Marketing Plan for a Beauty Saloon business | (1.5) |
| Q.7 | (a) Explain the meaning and importance of Current ratio? | (1.5) |
| | (b) Micro analyse and Mention variable cost in the business of Steel utensils | (1.5) |
| | OR | |
| Q.8 | (a) Explain the meaning and importance of ROI? | (1.5) |
| | (b) Micro analyse and Mention variable cost in an Internet based e-commerce business | (1.5) |