

Enrollment No.....



Faculty of Management Studies
End Sem (Odd) Examination Dec-2022
MS3SE05 Entrepreneurship

Programme: BBA

Branch/Specialisation: DM

Duration: 3 Hrs.

Maximum Marks: 60

Note: All questions are compulsory. Internal choices, if any, are indicated. Answers of Q.1 (MCQs) should be written in full instead of only a, b, c or d.

- Q.1 i. Entrepreneurship can best be described as _____. **1**
(a) A process that requires setting up a business.
(b) Taking a significant risk in a business context.
(c) Having a strong vision.
(d) A process involving innovation, new products or services, and value creation.
- ii. Innovation can be best defined as _____. **1**
(a) Generation of new idea
(b) Evolution of new idea
(c) Opposite of creativity
(d) Successful exploitation of new idea
- iii. A _____ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments. **1**
(a) Venture capitalist
(b) Entrepreneur
(c) Businessman
(d) Buyer
- iv. The purchase of the business of an enterprise by another enterprise is known as _____. **1**
(a) Merger (b) Acquisition
(c) Takeover (d) Synergies

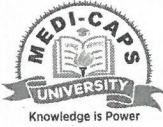
P.T.O.

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- v. Why is the executive summary perhaps the most important section of the business plan? **1**
 (a) This section of the plan provides in-depth discussion of the major trends in the industry in which the firm intends to compete.
 (b) This section of the plan summarizes the firm's key executives.
 (c) If this section of the plan fails to attract an investor's interest, he or she is unlikely to read the remainder of the plan.
 (d) This section of the plan deals with the day-to-day operations of the company
- vi. _____ is conducted to determine whether a proposed business has sufficient management expertise, organizational competence, and resources to successfully launch its business. **1**
 (a) A marketing plan
 (b) Financial feasibility analysis
 (c) Industry/market feasibility analysis
 (d) Organizational feasibility analysis
- vii. Which of the following is the key factor for choosing the type of financing? **1**
 (a) Availability of funds (b) Assets of the venture
 (c) Prevailing interest rates (d) All of these
- viii. Which of the following is not equity source of finance? **1**
 (a) Personal Savings (b) Friends and Relatives
 (c) Private Investors (d) Banks
- ix. SIDBI was set up as a subsidiary of _____. **1**
 (a) IDBI (b) IFCI (c) ICICI (d) SFC
- x. SFC is prohibited from granting financial assistance to any company whose aggregate paid-up capital exceed _____. **1**
 (a) 1 Crore (b) 1.5 Crores (c) 2 Crores (d) 2.5 Crores
- Q.2 i. Enlist any four benefits of entrepreneurship to the society. **2**
 ii. Write a short note on managerial vs entrepreneurial approach. **3**
 iii. What are characteristics of successful entrepreneurs? Give examples. **5**
- OR iv. What are various factors affecting entrepreneurial growth. **5**

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- Q.3 i. What is a joint venture? Give example. **2**
 ii. What do you mean by Franchisee? Give details on working of a franchisee for anyone. (DTDC/Domino's/ Patanjali/Dr.Batra's Clinic/Euro kids Play Schools) **8**
- OR iii. Discuss different criteria to select a product while starting an entrepreneurship in any one of the industries. (FMCG/CD/E Comm) **8**
- Q.4 i. What do you mean by business plan? Why it is important? **3**
 ii. Discuss all the sections involved in a business plan. **7**
- OR iii. What errors need to be avoided in a business plan? Give example. **7**
- Q.5 i. Differentiate between venture capital and bank finance. **4**
 ii. Discuss various sources of finance for Indian entrepreneurs. **6**
- OR iii. Discuss various stages of finance in detail. **6**
- Q.6 Discuss about any two of the following corporations.
 i. NSIC **5**
 ii. KVIC **5**
 iii. SIDBI **5**

	<p align="center">Scheme of Marking</p> <p align="center">Faculty of Management Studies End Sem (Odd) Examination Dec-2022 MS3SE05 Entrepreneurship</p>	
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Note: The Paper Setter should provide the answer wise splitting of the marks in the scheme below.

Q.1	i)	(d) A process involving innovation, new products or services, and value creation	1
	ii)	(d) Successful exploitation of New Idea	1
	iii)	(a) venture capitalist	1
	iv)	(b) Acquisition	1
	v)	(c) If this section of the plan fails to attract an investor's interest, he or she is unlikely to read the remainder of the plan.	1
	vi)	(d) Organizational feasibility analysis	1
	vii)	(d) All of the given options	1
	viii)	(d) Banks	1
	ix)	(a) IDBI	1
	x)	(a) 1 crore.	1
Q.2	i.	Four benefits – ½ marks each	2
	ii.	6 differences – ½ marks each	
	iii.	Characteristics – 4 marks Examples -1 Mark	5
OR	iv.	5 factors – 1 marks each	5
Q.3	i.	Joint venture – 1 mark Example -1 Mark	2
	ii.	Franchisee – 4 marks Details – 4 Marks	8
OR	iii.	Explanation – 4 marks Industry -4 marks	8

Q.4	i.	Business plan – 1.5 marks Example -1.5 marks	3
	ii.	All sections – 7 marks	7
OR	iii.	Errors – 5 marks Example -2 marks	7
Q.5	i.	Minimum 3 differences – 1 mark each	3
	ii.	Sources – 4 marks Explanation -2 marks	6
OR	iii.	Stages – 4 marks Explanation -2 marks	6
Q.6	i.	Background – 2 marks Functions – 2 marks Structure – 1 marks	5
	ii.	Background – 2 marks Functions – 2 marks Structure – 1 marks	5
	iii.	Background – 2 marks Functions – 2 marks Structure – 1 marks	5
