

Total No. of Questions: 6

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Enrollment No.....



Faculty of Management Studies
End Sem (Even) Examination May-2022
MS5SE03 Entrepreneurship

Programme: MBA

Branch/Specialisation: Management

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. _____ is evident when the entrepreneur tries to mislead the investor. 1
(a) Knowledge and experience
(b) Lack of openness and honesty
(c) Lack of financial planning
(d) Commitment of the entrepreneur
- ii. Emma and Ivy are considering beginning a jewelry-making business. They have been collecting, reviewing, and interpreting the surveys they distributed last week about their business idea. Emma and Ivy are in what stage of the entrepreneurial process? 1
(a) Discovery (b) Concept Development
(c) Harvesting (d) Actualization
- iii. Franchising involves: 1
(a) The transfer of patented information and trademarks, information and know-how as well as information needed to sell a product or service.
(b) The use of franchising for licensing new technologies in global markets.
(c) The transfer of a business concept, with corresponding operational guidelines, to non-domestic parties for a fee.
(d) Greenfield investment in a completely new facility, or acquisition of or merger with an already established local firm.

P.T.O.

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- iv. The process of determining whether an entrepreneur's idea is a viable foundation for creating a successful business is known as a: **1**
 (a) Feasibility analysis (b) Business plan
 (c) Strategic analysis (d) Industry analysis
- v. The _____ plan shows whether the business is economically feasible or not. **1**
 (a) Financial (b) Business (c) Economic (d) Marketing
- vi. What is the most important part of your business plan? **1**
 (a) Executive Summary (b) Table of Contents
 (c) Background (d) Financial Plan
- vii. A _____ is a specialized firm that finances young, start-up companies. **1**
 (a) Venture capital firm
 (b) Finance company
 (c) Small-business finance company
 (d) Capital-creation company
- viii. Venture capital firms are usually organized as: **1**
 (a) Close-end mutual fund (b) Limited Partnerships
 (c) Corporations (d) Non-Profit businesses
- ix. Name the institution which was set up in 1982 to promote integrated rural development. **1**
 (a) NSIC (b) NABARD (c) SIDBI (d) NCEUS
- x. MSME full form: **1**
 (a) Micro Small & Medium Enterprises
 (b) Macro Small & Micro Enterprises
 (c) Medium Small & Micro Enterprises
 (d) Macro Small & Medium Enterprises
- Q.2 i. Write the difference between entrepreneur and manager. **4**
 ii. What are the essential characteristics which make a person successful entrepreneur? **6**
- OR iii. Discuss the role of entrepreneurship in economic development of country. **6**

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- Q.3 i. Explain sole proprietorship with its advantages and disadvantages. **4**
 ii. What are the factors which should be taken into consideration before getting into franchise? **6**
- OR iii. What are the various sources that an entrepreneur can use while searching for a business idea? **6**
- Q.4 i. What is marketing plan? How it is prepared? **4**
 ii. Elaborate various steps that need to be considered by an entrepreneur in preparing a business plan. How the business plan can be made effective? **6**
- OR iii. While launching a business plan which formalities must be complete? **6**
- Q.5 i. What is Venture Capital? Describe its merits for a new venture. **4**
 ii. What criteria should be adopted by investors for evaluating new venture proposals? **6**
- OR iii. Write a short note on Sources of finance. **6**
- Q.6 Attempt any two:
 i. What are the functions of Small Industries Development Bank of India? **5**
 ii. Write a short note on anyone: **5**
 (a) Khadi and village Industries Commission (KVIC)
 (b) Small Scale Industries Development Corporations (SSIDCs)
 iii. Explain National Small Industries Corporation (NSIC). **5**

Marking Scheme
MS5SE03 Entrepreneurship

Q.1	i.	_____ is evident when the entrepreneur tries to mislead the investor.	1
		(b) Lack of openness and honesty	
	ii.	Emma and Ivy are considering beginning a jewelry-making business. They have been collecting, reviewing, and interpreting the surveys they distributed last week about their business idea. Emma and Ivy are in what stage of the entrepreneurial process?	1
		(a) Discovery	
	iii.	Franchising involves:	1
		(c) The transfer of a business concept, with corresponding operational guidelines, to non-domestic parties for a fee.	
	iv.	The process of determining whether an entrepreneur's idea is a viable foundation for creating a successful business is known as a:	1
		(a) Feasibility analysis	
	v.	The _____ plan shows whether the business is economically feasible or not.	1
		(b) Business	
	vi.	What is the most important part of your business plan?	1
		(a) Executive Summary	
	vii.	A _____ is a specialized firm that finances young, start-up companies.	1
		(a) Venture capital firm	
	viii.	Venture capital firms are usually organized as:	1
		(b) Limited Partnerships	
	ix.	Name the institution which was set up in 1982 to promote integrated rural development.	1
		(b) NABARD	
	x.	MSME full form:	1
		(a) Micro Small & Medium Enterprises	
Q.2	i.	Any four differences	(1 mark * 4) 4
	ii.	Any six essential characteristics	(1 mark * 6) 6
	OR iii.	Any six points	(1 mark * 6) 6

Q.3	i.	Definition	1 mark	4
		Any three points	(1 mark * 3)	
	ii.	Any six factors	(1 mark * 6)	6
OR	iii.	Any six sources	(1 mark * 6)	6
Q.4	i.	Definition of marketing	1 mark	4
		Its preparation	3 marks	
	ii.	Various steps	3 marks	6
OR		Effectiveness	3 marks	
	iii.	Definition of business plan	1 mark	6
		Any five launching formalities	(1 mark * 5)	
Q.5	i.	Definition of Venture Capital	2 marks	4
		Any two merits	(1 mark * 2)	
	ii.	Four steps	(1.5 mark * 4)	6
OR	iii.	Any six sources	(1 mark * 6)	6
Q.6		Attempt any two:		
	i.	Any five functions	(1 mark * 5)	5
	ii.	As per explanation	5 marks	5
	iii.	As per explanation	5 marks	5
