

B.COM SEMESTER- IV (HONOURS/GENERAL/MAJOR) EXAMINATION (Under CBCS), 2020

Subject- Entrepreneurship Development and Business Ethics

Paper Code – CC4.1 Chg

FULL MARKS: 40

CU ROLL NO:.....

CU REGISTRATION NO:.....

Answer the following questions:

20 × 2= 40

Module-I
Entrepreneurship Development

1. The term MSME stands for-
 - a) Micro, small and medium enterprise
 - b) Micro, small and medium entrepreneurship
 - c) Medium, small and micro enterprise
 - d) None of the above
2. Which one of the following is the element of entrepreneurship?
 - a) Capital formation
 - b) Innovative idea
 - c) Promotion of product
 - d) Pricing
3. National Small Industries Corporation (NSIC) was established in the year-
 - a) 1952
 - b) 1957
 - c) 1955
 - d) 1975
4. Judging the technical and engineering aspects of a project is known as –
 - a) Financial feasibility
 - b) Commercial feasibility
 - c) Technical feasibility
 - d) None of the above
5. Which one of the following is not a principle of designing business processes?
 - a) Principle of purpose
 - b) Principle of simplicity
 - c) Principle of joint understanding
 - d) Principle of strategic use of informal organization
6. The concept of 'resource mobilization' is than 'fund raising'.
 - a) Narrower than
 - b) Broader than
 - c) Synonymous to
 - d) Opposite to
7. Which of the following is/are feature(s) of angel investors?

- a) High net worth individuals
 - b) Invest in small start up funds
 - c) Invest in local or regional start-up firms
 - d) All of these
8. Which of the following is/are basic problems of start-ups?
- a) Problems of raising capital
 - b) Failure of business model
 - c) Liquidity or cash crunch
 - d) All of the above
9. A/Anis a voluntary association of people, usually from the same socio-economic background who come together for solving their common problems.
- a) Industry association
 - b) Self-help Group
 - c) Business incubator
 - d) Mutual fund
10. The first stage of creative process is –
- a) Idea generation
 - b) Verification
 - c) Preparation stage
 - d) Illumination stage

Module-II

Business Ethics

11. The term 'ethic' means –
- a) Moral character
 - b) Doing good
 - c) Expected performance
 - d) None of these
12. Which of the following is/are not feature(s) of business ethics?
- a) Business ethics has universal application
 - b) Business ethics is an art not a science
 - c) Business ethics must come voluntarily from within
 - d) All of these
13. simply refers to a moral situation in which a choice has to be made between two equally undesirable alternatives.
- a) Ethical dilemma
 - b) Ethical deficit
 - c) Ethical erosion
 - d) Ethical cycle
14. Work place ethics includes-
- a) Trustworthiness
 - b) Integrity
 - c) Fairness
 - d) All of the above
15. The following is/are the element (s) of ethical code of conduct of business-

- a) Respect
 - b) Honour
 - c) Integrity
 - d) All of the above
16. Sarbanes –Oxley Act was passed in the year-
- a) 1992
 - b) 2004
 - c) 2002
 - d) 2010
17.is a statement of business guidelines that define ethical standards of conduct for its top management and employees.
- a) Vision statement
 - b) Mission statement
 - c) Corporate code of ethics
 - d) Memorandum of association
18. Greenbury Committee Report was prepared as per the recommendation of which of the following committee-
- a) Myners Committee
 - b) Hamble Report
 - c) Cadbury Committee
 - d) 2010 UK Code
19. -----refers to organization's initiatives to increase understanding of different cultural groups.
- a) Cultural relativism
 - b) Globalization
 - c) Cross-culture
 - d) None of the above
20. 3Ps of Triple Bottom Line are-
- a) Product, Price, Promotion
 - b) Profit, People, Planet
 - c) Place, Profit, People
 - d) None of the above

B.COM SEMESTER- IV (HONOURS/GENERAL/MAJOR), 2020

INTERNAL ASSESSMENT

Subject- Entrepreneurship Development and Business Ethics

Paper Code – CC4.1 Chg

Full Marks: 10

CU ROLL NO:.....

CU REGISTRATION NO:.....

Answer the following questions:-

5×2=10

1. Which of the following is/are considered as an internal source of fund(s)?
 - a) Own fund
 - b) Family fund
 - c) Both (a) and (b)
 - d) Bank loan
2. Which of the following is not a factor of production?
 - a) Capital
 - b) Raw material
 - c) Entrepreneurship
 - d) Market
3. Which of the following is/are principles of layout of a new venture?
 - a) Principle of minimum movement
 - b) Principle space utilization
 - c) Both (a) and (b)
 - d) Principle of clarity
4. The term 'ethics' is derived from the Greek word-
 - a) Ethical
 - b) Ethica
 - c) Ethnio
 - d) Ethos
5.is the cooperative attitude of a number of people who are related to each other on some basis.
 - a) Morale
 - b) Value
 - c) Ethics
 - d) None of the above