Graphic Era
HILL UNIVERSITY
Established by an Act of the State Legislature of Uttarakhand (Adhiniyam Sankhya 12 of 2011)
University under section 2(f) of UGC Act, 1956

End Term (Even) Semester Examination May-June 2025

Roll no...............................

Name of the Program and semester: B.com (Hons) 4ᵗʰ Sem
Name of the Course: Entrepreneurship and small business
Course Code: BCH 405

Time: 3 hour   Maximum Marks: 100

Note:
- *(i)* All the questions are compulsory.
- *(ii)* Answer any two sub questions from a, b and c in each main question.
- *(iii)* Total marks for each question is 20 (twenty).
- *(iv)* Each sub-question carries 10 marks.

Q1.   (2X10=20 Marks)
a. Explain the role of entrepreneurship in economic development and employment generation. (CO1)
b. Describe the evolution and historical development of entrepreneurship in India. (CO1)
c. What are the key characteristics and skills of successful entrepreneurs? (CO1)

Q2.   (2X10=20 Marks)
a. Differentiate between small-scale industries and large-scale industries in the Indian context. (CO2)
b. Elucidate the major challenges faced by small businesses with reference to competition, finance, and technology. (CO2)
c. Describe the importance of innovation and creativity in identifying and evaluating business opportunities. (CO2)

Q3.   (2X10=20 Marks)
a. Summarize the steps involved in starting a small business from idea generation to implementation. (CO3)
b. Describe the structure and purpose of a business plan. (CO5)
c. Explain the components of feasibility analysis with reference to market, technical, and financial aspects. (CO3)

Q4.   (2X10=20 Marks)
a. Analyze the contribution of MSMEs to the Indian economy. (CO5)
b. Explain the objectives of the Start-up India and Make in India initiatives.(CO4)
c. Describe the role of institutions like SIDBI and NIESBUD in supporting entrepreneurs.(CO4)

Q5.   (2X10=20 Marks)
a. Explain the significance of budgeting and working capital management in small businesses. (CO3)
b. Describe the role of digital tools in marketing strategies for small businesses. (CO5)
c. How innovation and technology contribute to the growth of small enterprises? Illustrate and analyze with suitable examples (CO5)