

M.Com 4th Semester Examination, 2021

Sub: Entrepreneurship Management

Paper: COM 4026

Time: 3 hours

Full Marks: 80

1. Answer any **eight** from the following in about 50-75 words each: (5x8=40)

- a) "Innovation is the key to entrepreneurship". Explain
- b) What are the types of venture capital funding?
- c) Highlight the MSME criteria as per the latest classification in the year 2020.
- d) "Entrepreneurs are motivated by money." Do you agree with this statement? Justify your answer.
- e) What are the advantages and disadvantages relating to Angel Investors.
- f) Define 'Total early-stage Entrepreneurial Activity' (TEA) in accordance with the GEM research. Comment on the status of TEA in India as per the GEM 2019-2020 report.
- g) "Not all business ideas are good business opportunities". Explain.
- h) With the help of relevant examples, explain the concept of creative destruction.
- i) State the importance of conducting a feasibility study while setting up a business.

2. Answer any **four** from the following in about 100-150 words each: (4x10=40)

- a) How have companies like Google and Sony inculcated intrapreneurship culture in their organisations? 10
- b) What is the importance of preparing a business plan? Also, discuss about the marketing plan to be incorporated in the business. 4+6=10
- c) Using cases of global entrepreneurs, explain how encounters with problems may result in generation of business ideas. 10
- d) How do MSMEs contribute towards the economic development of a nation? Also, discuss the state facilitation provided to this sector in the Indian context. 5+5=10
- e) Do women encounter more challenges than their male counterparts in the process of entrepreneurship? Justify your answer with relevant examples from the Indian context. 10
