

Total number of printed pages-7

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2022

**COMMERCE**

Paper : COM-4026

**( Entrepreneurship Management )**

Full Marks : 80

Time : Three hours

**The figures in the margin indicate full marks for the questions.**

1. Choose the correct option for each of the following : 1×7=7

(a) The \_\_\_\_\_ is considered as the seed for modern day EDPs in India.

(i) Theory of creative destruction

(ii) Social change theory of entrepreneurship

(iii) Kakinada experiment

(iv) Indian Institute of Entrepreneurship

Contd.

- (b) As per the KVIC Act, a village industry is any industry located in the rural area in which the fixed capital investment per head of an artisan or a worker does not exceed INR Rs. \_\_\_\_\_ in plain area.
- (i) One lakh
  - (ii) Five lakh
  - (iii) Seven lakh
  - (iv) Ten lakh
- (c) \_\_\_\_\_ is regarded as the founder of the term 'entrepreneur' in its modern sense.
- (i) Richard Cantillon
  - (ii) Joseph Schumpeter
  - (iii) Adam Smith
  - (iv) Jean-Baptiste Say
- (d) The Government of India along with the SIDBI established the \_\_\_\_\_ in order to provide collateral free financing to the MSME sector.
- (i) Marketing Assistance Scheme (MAS)
  - (ii) Credit Guarantee Fund Trust for Micro and Small Enterprises (CGTMSE)

(iii) National Small Industries Corporation (NSIC)

(iv) Credit Linked Capital Subsidy Scheme (CLCSS)

(e) \_\_\_\_\_ is a popular term used by venture capitalists to refer to a privately held start-up company that has reached a valuation of \$1 billion.

(i) Corporate Entrepreneur

(ii) Scalable Start-up

(iii) One person company

(iv) Unicorn

(f) The GEM Report defines \_\_\_\_\_ as those who have actively denoted resources to starting a business but who have not yet paid wages or salaries for three months.

(i) New business owners

(ii) Nascent entrepreneurs

(iii) Established business owners

(iv) Potential entrepreneurs

(g) A/An \_\_\_\_\_ has elements such as physical space, lab provisions network activities, partnerships and linkages, mentors and advisors to enable start-ups to structure their business and make them investment ready to potential investors.

(i) Entrepreneurial Ecosystem

(ii) Entrepreneurship Motivation Training Programme

(iii) Business Incubator

(iv) Industrial Estates

2. Write short notes on : **(any five)** 5×5=25

(a) Characteristics of business opportunities

(b) Atal Innovation Mission

(c) Objectives of EDP

(d) Creativity vs Innovation

(e) Equity financing

- (f) Social feasibility of a business idea
- (g) Difference between angel investors and venture capitalists

3. Define entrepreneurship. What prompts one to become an entrepreneur ? With relevant examples, explain how is a fabian entrepreneur different from a drone entrepreneur. 3+5+4=12

**Or**

What is boot strapping ? List out its advantages and disadvantages for a first generation entrepreneur. Also explain the major components of Timmons' Model of Entrepreneurship. 2+4+6=12

4. Explain 'brainstorming' as a method for generating business ideas. "In every crisis, you have an opportunity." Comment on the above statement in the context of the Covid-19 pandemic and recognition of business opportunities by entrepreneurs. Provide relevant examples. 3+9=12

**Or**

Explain the concepts of internal locus of control and self-efficacy as desirable competencies of an entrepreneurs. State the relevance of McClelland's 'Need for Achievement Motivation theory' in the domain of entrepreneurship.  $6+6=12$

5. State the various reasons behind the need for preparation of a business plan. Why is the executive summary considered to be a crucial part of a business plan ? Briefly state the components of an operational plan as a part of a business plan.  $3+4+5=12$

**Or**

Write a note on the various governmental and non-governmental bodies at the Central and the State level which are supporting the growth and development of entrepreneurship in India.  $12$

6. What is meant by financial analysis of a project ? Also, explain the various stages involved in Venture Capital financing.

$4+8=12$

**Or**

Define intrapreneurship with examples from the global and national context. Why is intrapreneurship regarded as a top-down approach ? How does the traditional corporate culture differ from an intrapreneurial culture ?  $3+3+6=12$

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