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Reg. No :

Name :

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2024
2022 ADMISSIONS REGULAR
SEMESTER IV - COMPLEMENTARY COURSE 1 (MANAGEMENT STUDIES)
MS4C02B18 - Entrepreneurship

Time : 3 Hours

Maximum Marks : 80

Part A

I. Answer any Ten questions. Each question carries 2 marks

(10x2=20)

1. Explain the concept of EDP
2. Define the terms entrepreneur and entrepreneurship.
3. Why is the business planning process an excellent exercise for any entrepreneur contemplating the start-up of a new venture?
4. List the various forms of ownership.
5. Highlight the key aspects an entrepreneur should factor in when choosing a location to set up base.
6. What is the difference between Open and closed innovation?
7. What is disruptive innovation? Cite an example.
8. Briefly outline the sources of financing for enterprises.
9. Is private offering better than public offering? Substantiate your answer.
10. Uber is considered a disruptive innovator while Infosys is not. Comment.
11. Write a short note on Mind Mapping.
12. What is Synectics?

Part B

II. Answer any Six questions. Each question carries 5 marks

(6x5=30)

13. Compare social enterprise and enterprise.
14. What are the different types of entrepreneurs? Cite examples.
15. If a business plan is to be used to raise capital, then why would the entrepreneur want to advertise the firm's major risks by detailing them in the business plan?
16. Briefly explain the Features of Sole Proprietorship.
17. Are entrepreneurs born or made? Justify your stand.
18. Kotak 811 is a zero balance digital bank account where customers can earn upto 6% interest on their savings account balance. The uniqueness of this account is that, unlike other bank accounts that require document submission and verification, it can be opened online and does not involve any charges for digital transactions. This is an example of Disruptive Innovation in banking. Justify.
19. Which is better – debt or equity funding? Give reasons for your choice.
20. Discuss any three creativity techniques and their applications.
21. Describe some practical applications of creativity in business scenarios.

Part C

III. Answer any Two questions. Each question carries 15 marks

(2x15=30)

22. Explain Entrepreneurial Development Programs. What is the essence of an EDP process? Also, briefly discuss the different criteria for evaluating EDPs.



23. 'A full financial analysis includes a projection for the time horizon considered in the Business Plan'. List down the said projections and explain it using a hypothetical example.
24. You are planning to open a theme restaurant/café. Use any creativity technique to help conceptualise your venture.
25. Throw light on a creative entrepreneurial venture of Indian origin. Highlight the entrepreneurial traits that you spotted in its founder. What aspects of the business did you find creative?

