

BACHELOR'S DEGREE (C.B.C.S) EXAMINATION, MARCH 2025
2018, 2019, 2020, 2021, 2022 ADMISSIONS SUPPLEMENTARY
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. Enumerate the types of risks that should be considered before embracing a career in entrepreneurship.
2. Explain why do entrepreneurs need to cognitively adapt.
3. State your understanding of Franchise as a form of Business Ownership.
4. What are the 5Cs investors look for in prospective entrepreneurs?
5. Why is the business planning process an excellent exercise for any entrepreneur contemplating the start-up of a new venture?
6. What is disruptive innovation? Cite an example.
7. Why is social entrepreneurship gaining momentum in these times?
8. What do you mean by an 'entrepreneurial mindset'?
9. What is IPO?
10. What are the steps in random thinking technique? Explain using an example.
11. Mention various types of creative thinking.
12. What is a metaphor? How does it help in lateral thinking?

Part B

II. Answer any Six questions. Each question carries 5 marks **(6x5=30)**

13. What are the criteria for evaluating EDPs?
14. State your understanding of the term 'market analysis' in the context of business.
15. State the features of Sole Proprietorship. Explain in detail.
16. Acquisition financing is different from Growth financing. Elaborate.
17. Are entrepreneurs born or made? Justify your stand.
18. Elaborate on the different types of Innovation, with relevant examples.
19. Highlight the similarities and differences between angel investors and venture capital financiers.
20. Creativity can be deliberate or accidental. Elaborate.
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. Compare how each of the traits of Entrepreneurial Leadership relate to Founders and Non-Founder entrepreneurs.
23. Discuss in detail the factors determining choice of business structure. If you were to start a business, which form of business structure would you prefer and why.
24. Explain in brief the steps involved in setting up a business enterprise.
25. Explain how to design creative organizational cultures.