

Indian Maritime University
(A Central University, Govt. of India)

End Semester Examinations – June 2023

Programme: BBA (LRE)

Semester: IV

Subject Code: UG31T2405

Subject: Entrepreneurship

Date: 02.06.2023

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

General Instructions

All Sections (A, B & C) are to be attempted.
Options, if any, are specified in respective section.

Section A

Ten MCQs/Fill in the Blanks of 01 Mark each
Choose the correct answer as applicable.

1. The most accurate definition of entrepreneurship is _____.
 - a) a process that requires setting up a business.
 - b) a process involving innovation, new products or services, and value creation.
 - c) taking a significant risk in a business context.
 - d) having a strong vision.
2. The main driving force for an entrepreneur to start a business is _____.
 - a) To make money
 - b) To be famous
 - c) To be independent
 - d) To be powerful
3. Business plans for new ventures are crucial because
 - a) Provides a guide for business activities by defining objectives.
 - b) It helps to persuade others to commit funding to the venture.
 - c) Can help demonstrate the viability of the venture.
 - d) All the above.
4. What kind of financial support do "Angels" usually offer?
 - a) Equity
 - b) Debt
 - c) Stock
 - d) None of these
5. Developing _____ will help organisations overcome employee resistance to flexibility, development, and diversification.
 - a) Entrepreneurship
 - b) Intrapreneurship
 - c) Managerial domain
 - d) Administrative domain
6. In a general partnership, partners agree to:

- a) Unlimited liability
 - b) Limited liability
 - c) Neither A nor B
 - d) None of the above
7. What conveys 'the essence of organization to people' as per entrepreneurship in the following?
- a) Human resources
 - b) Break-even analysis
 - c) Corporate DNA
 - d) Venture capital
8. What is an overview of a business plan?
- a) Financial aspect
 - b) Technical aspect
 - c) Social aspect
 - d) Executive summary
9. To ascertain whether a proposed company has adequate managerial ability, organisational capability, and resources to effectively launch its business, _____ is conducted.
- a) A marketing plan
 - b) Financial feasibility analysis
 - c) Organizational feasibility analysis
 - d) Industry/market feasibility analysis
10. MSMEs play a major role in the economy of the country and are crucial because they
- a) Industrial Production
 - b) Exports
 - c) Employment
 - d) All of the above

Section B

Five Questions of 02 Marks each

11. List the types of Entrepreneurs
12. What do you mean by Business Venture
13. What is Bootstrapping?
14. Explain Break-Even Analysis
15. Define Sick Unit

Section - C

Seven Questions of 10 Marks each of which any 05 questions to be answered.

16. Explain the differences that exist between these two types of business leaders - Intrapreneur/Corporate Entrepreneur
17. "Porter's Five Forces is a model that identifies and analyzes five competitive forces that shape every industry and helps determine an industry's weaknesses and strengths" Explain.
18. Explain Business plan and elaborate the components for writing a business plan.
19. "Feasibility study is done to find whether the proposed project would be feasible or not". Justify the statement.

20. Describe the Venture Capital Financing Process
21. Examine the root reasons and process of sickness in small business.
22. Discuss the role of governmental and non-governmental agencies in promoting entrepreneurship in India.

-----All the Best-----

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