

**Indian Maritime University**  
**(A Central University, Govt of India)**  
**End Semester Examinations – December 2023**  
**Programme Name: BBA (LRE)**  
**Semester: IV**  
**Subject Code: UG31T2405**  
**Subject: Entrepreneurship**

---

Date: 17.11.2022

Max Marks: 70

Duration: 03 Hrs

Pass Marks: 35

---

General Instructions

- (i) All Sections (A, B & C) are to be attempted.
- (ii) 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. Innovation can best be defined as \_\_\_\_\_.
  - A. the generation of new ideas.
  - B. the evolution of new ideas.
  - C. the opposite of creativity.
  - D. the successful exploitation of new ideas.
2. Entrepreneurship can best be described as \_\_\_\_\_.
  - A. a process that requires setting up a business.
  - B. taking a significant risk in a business context.
  - C. having a strong vision.
  - D. a process involving innovation, new products or services, and value creation.
3. A new venture's business plan is important because \_\_\_\_\_.
  - A. It helps to persuade others to commit funding to the venture.
  - B. Can help demonstrate the viability of the venture.
  - C. Provides a guide for business activities by defining objectives.
  - D. All the above.
4. \_\_\_\_\_ can be defined as a specifically evolved work plan desired to achieve a Specific objective within a specific period of time
  - A. Idea generation.

- B. Opportunity Scanning.
  - C. Project.
  - D. Strategy
5. \_\_\_\_\_ is conducted to determine whether a proposed business has sufficient management expertise, organizational competence, and resources to successfully launch its business.
- A. A marketing plan
  - B. Financial feasibility analysis
  - C. Industry/market feasibility analysis
  - D. Organizational feasibility analysis
6. Key features of a well written business plan would include all of the following except
- A. financial plan
  - B. qualifications of the owner
  - C. an analysis of the market
  - D. a review of the advertising firms analysed
7. The manufacturing enterprises are defined in terms of investment in \_\_\_\_\_.
- A. Furniture
  - B. Stock
  - C. Plant & machinery
  - D. None of these
8. Which one of the following is the step involved in setting up a new enterprises?
- A. Creating a business plan
  - B. Making a product choice
  - C. Selecting the location
  - D. Setting up infrastructure
9. The financial assistance to small business provided by the Small Business Administration takes the form of
- A. direct loans
  - B. guidance in locating lenders
  - C. loan guarantees
  - D. assistance in filling out paperwork
10. Which of the following is the key factor for choosing the type of financing?
- A. Availability of funds
  - B. Assets of the venture
  - C. Prevailing interest rates
  - D. All of the given options

**Section B**

Five Questions of 02 Marks each

11. What is entrepreneurship?
12. Explain the term "Business Plan".
13. What do you mean by Feasibility Analysis?
14. Explain term "Loan".
15. Write short notes on "Sick Industrial Companies Act, 1985"

### **Section C**

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

16. Critically analyse the entrepreneurial process.
17. Give the characteristics of successful entrepreneurs along with their types.
18. What are the various aspects that you must consider when preparing business plans? Explain.
19. Elaborate the components for writing a business plan. Give the essential requirements of developing business plan.
20. Explain the steps in launching of small business.
21. Discuss the causes and process of sickness in small business.
22. Discuss the role of governmental and non-governmental agencies in promoting entrepreneurship in India.