

**INDIAN MARITIME UNIVERSITY**  
(A Central University, Govt. of India)  
**June 2022 End Semester Examinations**  
**B.B.A (Logistics, Retailing and E-Commerce)**  
**Semester-IV**  
**Subject Code: UG31T2405**  
**Subject: Entrepreneurship**

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**Date: 08.06.2022**  
**Time: 3 Hrs**

**Max Marks : 70 Marks**  
**Pass Marks: 35 Marks**

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**Part A – 10 MCQs (10 X 01 Mark)**

(i) Joseph Schumpeter equated entrepreneurship with the concept of -----

- a) Innovation b) Psychology c) Marketing d) Geography

(ii) A person who is not working within the organization is known as..

- a) Intrapreneur b) Researcher c) Advertiser d) None of the above

(iii) Artworks are....

- a) Patents b) Copy rights c) Trademarks d) None of the above

(iv) Which among the following are ratio type analysis?

- a) Profitability b) Solvency c) Earning d) All of the above

(v) A business plan is...

- a) More than a document b) Roadmap c) Management tool d) All of the above

(vi) The word patent originates from the Latin 'patere', which means

- a) To lay open b) Be open with c) An eye open d) Open for

(vii) Which among the following is correct?

a) Break-even is a situation where an organisation is neither making money nor losing money, but few of the costs have been covered.

b) Break-even is a rare situation where an organisation is neither making money nor losing money, but all the costs have been not covered.

c) Break-even is a situation where an organisation is neither making money nor losing money, but all the costs have been covered.

d) Break-even is a situation where an organisation is neither making money nor losing money, but all the costs have been not fully covered.

- (viii) What is a form of private equity and a type of financing?  
 a) Equity Finance b) Portfolio Analysis c) Share Market d) None of the above
- (ix) The annual business plan of the company flows from the....  
 a) Mission b) Vision c) Value creation d) Vision statement
- (x) The meaning of German word 'Unternehmergeist' is....  
 a) Innovation b) Risk c) Entrepreneur-spirit d) Corporate DNA

**Part B – 5 Short Questions (05 X 02 Marks)**

- (i) Who is an entrepreneur? Why all are not becoming 'proven' or 'inborn' entrepreneurs?
- (ii) Explain 'scalable business model'.
- (iii) Is it possible for an entrepreneur 'work from home' (WFH)? Briefly substantiate your answers with convincing reasons.
- (iv) Critically examine the concept - "Corporate DNA"
- (v) List out the name of any well-known four *women entrepreneurs* around the world.

**Part C – 7 Long Questions-Answer Any 5 (05 X 10 Marks)**

- (i) How do you define the term 'Business Plan'? What are the steps involved in making an impressive business plan? Highlight in your answer the challenges, hurdles and complexities involved in making a business plan.
- (ii) Define the term 'budget'. How do you prepare a financial budget?
- (iii) What is break-even? Compare and contrast the 'break-even' with 'ratio analysis'. Give suitable examples.
- (iv) Explain the forms of intellectual property rights. Has India been protecting IPRs? Briefly write on India's initiatives on the IPRs.
- (v) What are the challenges of new venture start-ups?
- (vi) What is the Net Present Value (NPV)? Assess the advantages and disadvantages of NPV.
- (vii) Many have resigned from the firms and indulged in building start-ups in the pandemic times. In this situation, what are your ideas to build start-ups if you plan to become an entrepreneur?

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