

Indian Maritime University
(A Central University, Govt of India)
End Semester Examinations – June 2025
Programme Name: MBA (ITL/PSM)
Semester: IV
Subject Code: PG22/21T3401
Subject Name: Entrepreneurship & Strategic Management

Date: 30.05.2025

Max Marks: 60

Duration: 03 Hrs

Pass Marks: 30

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. What is entrepreneurship?
 - a) Starting a new business
 - b) Managing an existing company
 - c) Investing in stocks
 - d) Working for a large corporation
2. What is the primary purpose of a business plan?
 - a) To secure funding and guide the business strategy
 - b) To impress customers
 - c) To avoid taxes
 - d) To monitor employee performance
3. What is the primary goal of entrepreneurship development?
 - a) To increase government revenue
 - b) To enhance the knowledge and skills of entrepreneurs
 - c) To reduce competition in the market
 - d) To discourage self-employment
4. Which of the following is a myth about entrepreneurs?
 - a) They always start with sufficient capital
 - b) They take calculated risks
 - c) They identify market opportunities

- d) They need to be innovative
5. Which of the following is NOT a stage of financing for a new enterprise?
a) Early-stage financing
b) Expansion financing
c) Leveraged buyout financing
d) Perpetual financing
6. What does IPR stand for in the context of legal challenges for entrepreneurs?
a) International Property Rights
b) Intellectual Property Rights
c) Internal Process Review
d) Integrated Product Research
7. Which of the following is NOT an element of a business plan?
a) Executive summary
b) Market analysis
c) Financial projections
d) Personal hobbies
8. What is corporate social responsibility (CSR)?
a) Maximizing profits for shareholders
b) Complying with government regulations
c) Integrating social and environmental concerns in business operations
d) Focusing solely on product development
9. Which of the following is NOT a type of international strategy?
a) Multi-domestic strategy
b) Global strategy
c) Transnational strategy
d) Monopolistic strategy
10. What is the process of generating new ideas called?
a) Market research
b) Brainstorming
c) Financial planning
d) Risk assessment

Section B

Five Questions of 02 Marks each

11. Define entrepreneurship and explain its significance in today's economy.
12. What are the primary objectives of entrepreneurship development?
13. Identify and describe two common myths about entrepreneurs.
14. What role do mentors and role models play in the entrepreneurial journey?
15. Explain the difference between an entrepreneur and an intrapreneur.

Section C

Seven Questions of 8 Marks each of which any 05 questions to be answered.

16. Analyze the role of entrepreneurship in economic development. Discuss how entrepreneurs contribute to job creation, innovation, and overall economic growth. Provide examples to support your analysis.

17. Evaluate the entrepreneurial decision-making process in the context of identifying and seizing business opportunities. Discuss the importance of environmental scanning, creativity, and market research in making informed decisions. Illustrate your answer with a hypothetical scenario.

18. Discuss the challenges and impediments to creativity that entrepreneurs may face when developing new ideas. How can these challenges be overcome? Provide practical strategies that entrepreneurs can implement to foster a creative environment within their ventures.

19. Examine the significance of a well-structured business plan for a new venture. What are the key elements that should be included in the plan, and how do they contribute to the success of the business? Use a case study or real-world example to illustrate your points.

20. Compare and contrast the different types of financing available for new enterprises, including early-stage financing, venture capital, and government support for MSMEs. Discuss the advantages and disadvantages of each type of financing and how they can impact the growth trajectory of a start-up.

21. Discuss the potential challenges faced by new venture start-ups in the initial phase of their operations.

22. Explain the concept of corporate social responsibility (CSR) and its relevance to entrepreneurship.
