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2022

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M.B.A. 4<sup>th</sup> Semester End-Term Examination

ENTREPRENEURSHIP MANAGEMENT

(New Regulation)

Full Marks – 70

Time – Three hours

The figures in the margin indicate full marks for the questions.

Answer question No. 1 and any *four* from the rest.

1. Answer the following (MCQ/ Fill in the blanks) : (10 × 1 = 10)
- (i) From the following which one is the quality of an entrepreneur?
- (a) Initiator (b) Information seeker  
(c) Motivator (d) All of the above
- (ii) What is the need of entrepreneurship?
- (a) For new innovation (b) To fill gap in growth  
(c) For healthy competition (d) All of the above
- (iii) Which of the following shows the process of creating something new?
- (a) Business model (b) Modeling  
(c) Creative flexibility (d) Innovation
- (iv) Which of the following is the process of entrepreneur developing new products that over time make current products obsolete?
- (a) New business model (b) Anatomization  
(c) Creative destruction (d) None of the above
- (v) From the following which one is a factor affecting entrepreneurial growth:
- (a) Social (b) Economic  
(c) Psychological (d) All of the above

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(vi) Which one of the following is an advantage of the small firm in the innovation process?

- (a) Ability of the entrepreneur to carry out multiple tasks
- (b) Ability to raise finance
- (c) Ability to carry out R&D
- (d) Ability of the entrepreneur to act on new ideas or product development.

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(vii) The goals should be \_\_\_\_\_ for the success of business plan

- (a) Generalized
- (b) Specific
- (c) Limitless
- (d) Imaginary

(viii) The use of informal networks by entrepreneurs to gather information is known as \_\_\_\_\_

- (a) Secondary research
- (b) Entrepreneurial networking
- (c) Informal parameters
- (d) Marketing

(ix) 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 of the above

(x) Good sources of information for an entrepreneur about competitors can be obtained from \_\_\_\_\_

- (a) Websites
- (b) Product information leaflets
- (c) Company reports and published accounts
- (d) All of the above

2. (a) Define an entrepreneur. How does an entrepreneur contribute to the economy and the society? (4 + 4 = 8)

(b) Briefly discuss the various ways of classifying entrepreneurs. Outline the causes of entrepreneurial failure. (4 + 3 = 7)

3. (a) What are the various objectives of entrepreneurial policies around the world? Discuss. (8)

(b) What is incubator? How does an entrepreneur benefit by being in incubation? (4 + 3 = 7)

4. (a) What are the benefits of buying an existing business? What are the common mistakes committed while purchasing a new business? (4 + 4 = 8)
- (b) Discuss the advantages of debt financing over infusion of equity by venture capitalists or other investors? What are the characteristics of venture capital investment? (3 + 4 = 7)
5. (a) Discuss the components of business model. Can the freemium model be used in products as well as in services? (4 + 4 = 8)
- (b) What are the various kinds of business plans? Enlist the steps in writing a business plan. (4 + 3 = 7)
6. (a) Discuss the characteristics of entrepreneurial marketing. (8)
- (b) What is networking? How is business networking different from the other types of networking we engage in? (3 + 4 = 7)
7. (a) How is a social entrepreneur different from other entrepreneurs? What are the main motivations of social entrepreneurs? (4 + 4 = 8)
- (b) What could be the reasons for an entrepreneur to want to exit from his/her business? (7)

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