

Total No. of printed pages = 4

**BA 17240E13**

Roll No. of candidate 

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**2020**

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

**ENTREPRENEURSHIP MANAGEMENT**

**(New Regulation)**

Full Marks – 50

Time – Two hours

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

Answer Question No. 1 and any *three* from the rest.

1. Answer the following (MCQ/ Fill in the blanks) (any *five*) : (5 × 1 = 5)
- (i) Which of the following shows the process of creating something new?
    - (a) Business model
    - (b) Modeling
    - (c) Creative flexibility
    - (d) Innovation
  - (ii) From the following which one is the quality of an entrepreneur?
    - (a) Initiator
    - (b) Information seeker
    - (c) Motivator
    - (d) All of the above

**[Turn over**

- (iii) 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
- (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
- (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.
- (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. Are all business owners entrepreneurs? How does an entrepreneur contribute to the economy and the society? (3 + 1 + 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 current factors that will lead to a decrease in corruption? Differentiate between grey goods and counterfeit goods. (4 + 4 = 8)
- (b) What are the various objectives of entrepreneurial policies around the world? How does an entrepreneur benefit by being in an 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) What are 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) According to Johnson, what are the components of a business model? Can the freemium model be used in products as well as in services? (4 + 4 = 8)
- (b) What are the various steps in writing a business plan? What are the various kinds of business plans? (4 + 3 = 7)
6. (a) What are 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)