

REV-01  
BCM/71/91

2023/01

**BACHELOR OF COMMERCE  
FIRST SEMESTER  
ENTREPRENEURSHIP  
BCM – 102 [IDMn]**

**SET  
A**

**[USE OMR SHEET FOR OBJECTIVE PART]**

Duration: 1.30 hrs.

Full Marks: 35

Time: 15 mins.

**(Objective)**

Marks: 10

*Choose the correct answer from the following:*

*1 × 10 = 10*

1. Which of the following is not a characteristic of an entrepreneur?
  - a. Desire to be Independent
  - b. Desire for immediate feedback
  - c. Preference for taking high risks
  - d. Desire for achievement
2. Elon Musk can be best regarded as which type of entrepreneur?
  - a. Social entrepreneur
  - b. Intrapreneur
  - c. Technopreneur
  - d. Drone entrepreneur
3. Which theory makes a distinction between an innovator and an inventor?
  - a. Innovation theory of Schumpeter
  - b. X efficiency theory
  - c. Risk bearing theory of Knight
  - d. Hagen's theory
4. Identify the pillars of 'Make in India' from the following:
  - I. New infrastructure
  - II. New Processes
  - III. New sectors
  - IV. New mindset
  - a. Only I
  - b. I and III
  - c. II and IV
  - d. All of the above
5. 'Make in India' initiative was formally introduced in India by \_\_\_\_\_
  - a. Amit Shah
  - b. NitinGadkari
  - c. NarendraModi
  - d. NirmalaSitharaman
6. Startup India scheme provides tax exemption of how many years to recognized startups?
  - a. 1
  - b. 3
  - c. 5
  - d. 10
7. Which of the following is not a type of feasibility study?
  - a. Financial feasibility
  - b. Operational feasibility
  - c. Commercial feasibility
  - d. Accounting feasibility

8. Financial feasibility does not include:
- a. Return on investment
  - b. Market size
  - c. Payback period
  - d. Cost of capital
9. The detailed study of how one interacts with others within and outside an organization is known as \_\_\_\_\_
- a. Economic feasibility
  - b. Operational feasibility
  - c. Social feasibility
  - d. Environmental feasibility
10. Identify which of the following is a unicorn company?
- a. Flipkart
  - b. Phonepe
  - c. Zomato
  - d. All of the above

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**(Descriptive)**

Time : 1 Hr. 15 Mins.

Marks : 25

[ Answer question no.1 & any two (2) from the rest ]

1. Highlight five important elements of entrepreneurship. 5
2. What do you mean by entrepreneurship? Explain the concept of Innovative entrepreneurs and Imitating entrepreneurs with relevant examples. Discuss one example of Fabian entrepreneurship. 2+5+3=10
3. What is meant by business incubators? Write about the features and functions of business incubators. 2+4+4=10
4. What is a business plan? How is it different from a feasibility study? State four advantages of preparing a business plan. 2+4+4=10
5. a) Write a note on any emerging startup or successful entrepreneur from India in recent times. 5+5=10  
b) You have been in business for five years selling cellphones and other accessories. Recently, you noticed that the market is quite saturated, and your competition is very high. Your sales have been flat for the last one year and no matter what promotional steps you take, sales are not improving. What strategies can you think of to expand your business in such a situation?

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