

END TERM EXAMINATION

THIRD SEMESTER [BCOM(HONS)] JANUARY 2024

Paper Code: BCOM-217

Subject: Entrepreneurial Mindset

Time: 3 Hours

Maximum Marks: 75

Note: Attempt any five questions. All questions carry equal marks.

- Q1. What do you mean by new venture? What approaches would you employ to identify and evaluate potential opportunities for a new venture?
- Q2. When considering the option of either investing in a franchise opportunity or acquiring an established venture, what key factors and strategic considerations would guide your decision-making process?
- Q3. Explain the process and key steps involved in filing for a patent in India? Elaborate on why securing patents is considered important for a new venture?
- Q4. "It's crucial for entrepreneurs to understand and strategically manage trademarks and copyrights to ensure long-term viability and competitiveness in the market." Elaborate the statement.
- Q5. What are the key roles and functions of business incubators in entrepreneurial development and supporting start-ups? Provide examples of specific activities and services that business incubators typically offer.
- Q6. Why is it important to prepare a business plan? Who all can be the audience for the business plan? Describe parts of a business plan
- Q7. What key considerations and provisions should be included in preliminary contracts when engaging with vendors and suppliers for a new venture? How can we ensure that these agreements effectively establish clear expectations with the partners?
- Q8. Write short notes on:
a. Pitching the idea to mobilize resources for start-up
b. Entrepreneurial imagination and creativity

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