

(Please write your Exam Roll No.)

Exam Roll No. ....

# END TERM EXAMINATION

THIRD SEMESTER [BCOM] DECEMBER 2024

Paper Code: BCOM-217

Subjects: *Entrepreneurial Mindset*

Time: 3 Hours

Maximum Marks: 60

Note: Attempt all questions as directed. Internal Choice is indicated.

- Q1 Attempt **any Four** of the following questions: (4x5=20)
- What are the features of new venture? Discuss the process of starting new venture.
  - What is franchising? How a franchise works? Explain the franchising agreement and franchising opportunities available.
  - What are intellectual property and the rights relating to them? Explain them with examples.
  - What are business incubators? Discuss different types of them available in India. What role they perform? Explain with examples.
  - How to identify business opportunities? Discuss the source of business opportunities.
  - Who are vendors? How to select the vendors? Discuss the criteria's used for the same.
  - What functions are involved in managing a business? Discuss the role of entrepreneur in a startup.
  - What are the problems faced in starting a start-up? Discuss the advantages and disadvantages of being entrepreneur.
- Q2 What are different types of intellectual property? How patents are different from trademarks? Explain the process of filling patent in India. (10)
- OR**
- Q3 What are copyrights? How to file copyrights in India? For how long the copyrights are granted? Explain the process involved. (10)
- Q4 Who is an entrepreneur? How he/she is different from manager. What type of imagination and creativity is needed in entrepreneur to manage the business successfully? Discuss with suitable examples of successful entrepreneurs of India. (10)
- OR**
- Q5 What is a detailed project report? What are its contents? Explain its purpose in startup. (10)
- Q6 What is a business plan? Discuss its format. Write a business plan for any idea you have in your mind as an example. (10)
- OR**
- Q7 What is a feasibility study? What are different types of feasibility analysis done by an entrepreneur? Discuss with examples. (10)
- Q8 Write a detailed note on financing facility available to entrepreneurs as new ventures. How to get finance from a financial institution? Discuss the process involved. (10)
- OR**
- Q9 How to carry out study to decide the location and layout of a business. What factors are important to be taken into consideration to decide the location of a business? Discuss with examples. (10)

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