

(Please write your Exam Roll No.)

Exam Roll No. 2011A182816

END TERM EXAMINATION

FIFTH SEMESTER [B.COM] NOVEMBER-DECEMBER 2018

Paper Code: B.COM-305

Subject: Entrepreneurship Development

Time: 3 Hours

Maximum Marks: 75

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

- Q1/ Differentiate between an entrepreneur, a manager, an intrapreneur, and a corporate entrepreneur with respect to their roles and responsibilities by giving examples in each case
- Q2/ 'Entrepreneurs realize that every event and each situation is a business opportunity'. Comment.
- Q3/ Discuss the contribution of Schumpeter's Innovation Theory. How is this theory still relevant in today's business context? Explain with examples.
- Q4/ Discuss the various sources of venture capital for an entrepreneur. What are the various legal challenges faced by entrepreneurs while setting up new ventures?
- Q5/ You are about to start a new venture of readymade garments. Write a detailed business plan explaining each step in detail with a flow chart.
- Q6/ A company is in business of electronic goods and is ready to introduce a new model of washing machine for higher income households. What strategies should be adopted for positioning the product in the minds of the consumer?
- Q7/ How important is the role of Government in promoting Entrepreneurship? Support your answer with example.
- Q8/ Write short notes on:-
(a) Marketing aspects of new venture.
(b) Valuation challenge in Entrepreneurship
(c) Cultural Diversity of Entrepreneurship.
