

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MCom (IB) DEGREE EXAMINATION MAY 2023
(Second Semester)

Branch – INTERNATIONAL BUSINESS

ENTREPRENEURSHIP

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(5 x 1 = 5)

- 1 Intrapreneurship is best described as
 - (i) hiring of skills
 - (ii) acquiring firm skills
 - (iii) entrepreneurial action in firm
 - (iv) hiring consultants
- 2 Defining, framing and solving problems from user's perspective is
 - (i) Entrepreneurship
 - (ii) Design Thinking
 - (iii) Business Planning
 - (iv) Problem solving
- 3 SIDBI was founded in the year
 - (i) 1982
 - (ii) 1986
 - (iii) 1999
 - (iv) 1990
- 4 ----- seeks to serve the social needs of a community within a small geographical area.
 - (i) NGO
 - (ii) Community Social Entrepreneur
 - (iii) Transformational Entrepreneurship
 - (iv) Small scale entrepreneur
- 5 Jobs that ensuring on quality are
 - (i) Qualified jobs
 - (ii) Sustainable jobs
 - (iii) Green Jobs
 - (iv) SDG oriented Jobs

SECTION - B (15 Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks

(5 x 3 = 15)

- 6 a Classify entrepreneurs.
OR
b Analyse the difference on entrepreneur and Intrapreneur.
- 7 a Sketch the design thinking process.
OR
b Evaluate the forms of feasibility analysis.
- 8 a Explain the benefits of an effective business plan.
OR
b Discuss on the qualities of Angel investors over venture capitalist.

Cont...

- 9 a Illustrate social entrepreneurship paradigms.
OR
b "Make in India Initiatives opened the gateway for Indian investors"-
Justify.
- 10 a Organize the green growth business models in India.
OR
b Explain the sources of funding for sustainable businesses.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

- 11 a Elucidate the entrepreneurial skills sets required for a successful entrepreneur.
OR
b Assess the role of creativity and innovation in an organization.
- 12 a Formulate a suitable environmental scanning technique for an innovative meat business model.
OR
b Apply the principles of design thinking for an innovative idea.
- 13 a Interpret the most beneficial financial schemes offered by financial institutions and banks.
OR
b Construct a business plan with the prescribed guidelines.
- 14 a "A system of interconnected businesses focused on social benefits"-Survey
OR
b Categorize the international entrepreneurship traits.
- 15 a 'How many people within your city are employed in green jobs or industries?'- Evaluate.
OR
b Recommend the application of green skills opportunities that shall enable a sustainable planet.

Z-Z-Z

END