

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

PGDBM DEGREE EXAMINATION MAY 2024
(First Semester)

Branch- PG DIPLOMA IN BUSINESS MANAGEMENT

ENTREPRENEURSHIP INNOVATIONS & STARTUP

Time: Three Hours

Maximum: 75 Marks

SECTION-A (10 Marks)

Answer ALL questions

ALL questions carry EQUAL marks

(10 × 1 = 10)

Module No.	Question No.	Question	K Level	CO
1	1	An individual who starts, create a new business is called _____ (a) A Leader (b) A Manger (c) A Professional (d) An Entrepreneur	K1	CO1
	2	Microsoft by Bill gates is an example of which type of Entrepreneur. (a) Joint (b) Social (c) Innovative (d) IT	K2	CO1
2	3	_____ shows the process of creating something new (a) Innovation (b) Business model (c) Modelling (d) Both a an b	K1	CO2
	4	The goals should be _____ of the success of business plan (a) Generalized (b) Specific (c) Limitless (d) imaginary	K2	CO2
3	5	The Life of sole proprietorship business is _____ (a) Stable (b) Very Short Life (c) Unstable (d) Long Life	K1	CO3
	6	To Stand a partnership business what should be the minimum number of partners? (a) 2 (b) 6 (c) 4 (d) 20	K2	CO3
4	7	The successful project management is all about. (a) structure (b) non control (c) not continuously (d) none of the these	K1	CO4
	8	Each project phase is marked by completion of one or more _____ (a) Deliverable (b) Input (c) Output (d) Both a and b	K2	CO4
5	9	Who is considered the father of Entrepreneurship? (a) Bill Gate (b) Elan Musk (c) Joseph Schumpeter (d) Azim Prenji	K1	CO5
	10	Entrepreneurship Development program is helpful for _____ (a) First generation entrepreneurs (b) Future generation entrepreneurs (c) Exciting generation entrepreneurs (d) Both a and b	K2	CO5

Cont...

SECTION - B (35 Marks)Answer **ALL** questions**ALL** questions carry **EQUAL** Marks (5×7 = 35)

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain the various types of entrepreneurs.	K2	CO1
	(OR)			
	11.b.	State the functions of entrepreneurs.	K2	
2	12.a.	Discuss the need for entrepreneurial culture in an entrepreneur.	K3	CO2
	(OR)			
	12.b.	State the objective of EDP.	K4	
3	13.a.	List out the features of sole trading concern.	K3	CO3
	(OR)			
	13.b.	Difference between Joint Stock Company and Co-operatives.	K3	
4	14.a.	Write a short notes on (i) Project Report (ii) Project Audit.	K4	CO4
	(OR)			
	14.b.	Elaborate any 5 methods of project appraisal techniques.	K4	
5	15.a.	Describe the importance of ethical entrepreneurship.	K5	CO5
	(OR)			
	15.b.	Enumerate the various types of social entrepreneur.	K5	

SECTION -C (30 Marks)Answer **ANY THREE** questions**ALL** questions carry **EQUAL** Marks (3×10 = 30)

Module No.	Question No.	Question	K Level	CO
1	16	Analyse the role of entrepreneurs to the economic development of a country.	K5	CO1
2	17	Elaborate the various methods of generating ideas.	K3	CO2
3	18	Classify the essentials characteristics of partnership.	K4	CO3
4	19	Justify some of the essential benefits of a Project Reports. Discuss in detail.	K5	CO4
5	20	How to develop technoperennial development in India? Comments.	K6	CO5

Z-Z-Z END