

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

PG DIPLOMA DEGREE EXAMINATION DECEMBER 2023
(First Semester)

Branch - PG DIPLOMA IN BUSINESS MANAGEMENT
ENTREPRENEURSHIP INNOVATION & 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	Who should be involved in preparing a firms business plan? (a) Auditor (b) Lawyer (c) Entrepreneur (d) Engineer	K1	CO1
	2	Brugman is a pioneer of _____ entrepreneurship (a) Private (b) Corporate (c) Agricultural (d) Technical	K2	CO1
2	3	The process of creating same thing new is called _____ (a) Creative (b) Management (c) Business (d) Innovation	K1	CO2
	4	Which of these is also know as corporate venturing? (a) Intrepreneurship (b) Merges (c) Partnership (d) Acquisition	K2	CO2
3	5	A sole proprietor has a limit in which of the following ability (a) Managerial (b) Owner (c) Worker (d) A and B	K1	CO3
	6	What is the partnership written agreement know as _____? (a) Agreement (b) Partnership Act (c) Partnership deed (d) A and B	K2	CO3
4	7	A _____ is a task with a known end point (a) Management (b) Project (c) Development (d) All of these	K1	CO4
	8	Which of these is not a components of the facility Report (a) Profit margin (b) Work cost (c) overheads (d) Precising	K2	CO4
5	9	What is Ethics to do with? (a) The wider (b) Business (c) Right and wrong (d) Nothing	K1	CO5
	10	The idea of social entrepreneurship came into existence in _____ (a) 1960s (b) 1990s (c) 1850s (d) 1940s	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.	State the function of entrepreneurs.	K2	CO1
	(OR)			
	11.b.	Difference between a manager and entrepreneurs.	K2	
2	12.a.	Classify the need for creating and innovation in business.	K2	CO2
	(OR)			
	12.b.	What are the procedures to establishing start-ups?	K2	
3	13.a.	List out the various kinds of partnership.	K2	CO3
	(OR)			
	13.b.	Bring out the features of Joint Stock Company.	K2	
4	14.a.	Explains the components of and effective Business Model.	K4	CO4
	(OR)			
	14.b.	Write a short notes on (i) Project Appraisal (ii) Project Report	K4	
5	15.a.	Justify the sustainable social entrepreneurship. Explain in details	K5	CO5
	(OR)			
	15.b.	What is need of ethics to an entrepreneur? Comments	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	Elaborate the characteristics of entrepreneurs.	K5	CO1
2	17	Analyse the supporting factors for the growth of start-up companies in India. Explain in details.	K4	CO2
3	18	Discuss the factors influencing choice of form of ownership. Explain in details.	K3	CO3
4	19	Describe the various stages of project life cycle with Diagram.	K5	CO4
5	20	Justify the various innovation in social entrepreneurship entrepreneurial challenges for the future in India. comments.	K6	CO5

Z-Z-Z

END