

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom (IB) DEGREE EXAMINATION DECEMBER 2024
(Second Semester)

Branch – INTERNATIONAL BUSINESS

ENTREPRENEURSHIP

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 makes changes in the method of production a) Imitative Entrepreneur b) Portfolio Entrepreneurs c) Novice Entrepreneur d) Drone entrepreneur	K1	CO1
	2	According to Schumpeter, Is the most important function of a modern entrepreneur. a) Innovation b) invention, c) skill d) creativity.	K2	CO1
2	3	A new venture's business plan is important because A. It helps to persuade others to commit funding to the venture. B. Can help demonstrate the viability of the venture. C. Provides a guide for business activities by defining objectives. D. All the above.	K1	CO1
	4	Original products, product improvements, product modifications, and new brands that a firm develops through its own research and development efforts are called: a) new products. b) concept products. c) altered products. d) supplemental products.	K2	CO4
3	5	Name the institution which was set up in 1982 to promote integrated rural development a) NSIC b) NABARD c) SIDBI d) NCEUS	K1	CO1
	6	Which of these business components helps in understanding how the business plans to expand in the future? a) Growth industry b) Competitors analysis c) Company description d) Revenue plan	K2	CO4
4	7	_____ Entrepreneurs create ventures with a goal of making a profit, and they measure performance by the profits they generate. In contrast, _____ entrepreneurs create ventures to tackle social problems and bring about social change; they measure performance by advancing social and environmental goals. a) Traditional; social b) Social; traditional c) Corporate; individual d) Individual; corporate	K1	CO1
	8	The process of international market selection is typically done by using ----- to enable a quick and relatively low-cost overview of as many markets as possible. a) Quantitative data b) Secondary data c) Primary data d) All of the above	K2	CO1
5	9	The three pillars of sustainable development are a) social, environmental, and equality b) social, environmental, and economic c) culture, environmental, and equality d) none of these	K1	CO1

Cont...

5	10	Unemployment is which type of factor? a) Social factor b) Economic factor c) Environmental factor d) Physical factor.	K2	CO4
---	----	--	----	-----

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.	Elaborate on the problems of women entrepreneurs in India.	K6	CO5
		(OR)		
	11. b.	"Entrepreneurship is a process that involves innovation" Discuss		
2	12. a.	Interpret design thinking. Determine the steps involved in the design thinking process.	K5	CO2
		(OR)		
	12. b.	Recommend the environment scanning. Evaluate the various techniques and their importance.		
3	13. a.	Analyse the function performed by DIC.	K4	CO3
		(OR)		
	13. b.	How do banks evaluate the loan proposals received from entrepreneurs? Examine		
4	14. a.	Examine the traits of a social entrepreneur in India.	K4	CO2
		(OR)		
	14. b.	Distinguish Social Entrepreneurship from Business Entrepreneurship.		
5	15. a.	Interpret the term for sustainable business solutions.	K5	CO5
		(OR)		
	15. b.	Explain the concept of green education through the use of examples.		

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	Examine the various types of entrepreneurs. Discover the need for Entrepreneurship in countries like India.	K4	CO2
2	17	Estimate the various methods of generating ideas for products and services.	K5	CO2
3	18	Simplify the term 'Business plan'. Analyze the various steps that are necessary to create a business plan and develop each stage.	K4	CO3
4	19	Discuss the various schemes that have been launched under the Make in India initiative. Skill India	K6	CO5
5	20	Interpret the importance of Sustainable Entrepreneurship	K5	CO5