

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)
MCom DEGREE EXAMINATION DECEMBER 2024
(Third Semester)

Branch - COMMERCE

ENTREPRENEURIAL DEVELOPMENT

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	What is the main difference between a manager and an entrepreneur? a) Risk-taking ability b) Education level c) Decision-making speed d) Leadership style	K1	CO1
	2	Which of the following is a model of entrepreneurial development? a) Porter's Five Forces Model b) Schumpeter's Innovation Model c) Maslow's Hierarchy Model d) Lewin's Change Model	K2	CO2
2	3	The MSMED Act of 2006 primarily focuses on: a) Large enterprises b) Small, Medium, and Micro Enterprises c) Public sector companies d) Sole proprietorship	K1	CO1
	4	Which of the following is a government initiative to promote MSMEs? a) Make in India b) Start-up India c) MSME Cluster Development Programme d) FDI Policy 2020	K2	CO2
3	5	Which of the following is not a component of a business plan? a) Management summary b) Financial plan c) Sales pitch d) Marketing plan	K1	CO1
	6	Which of the following is a part of project appraisal? a) Business registration b) Financial evaluation c) Marketing plan development d) Product development	K2	CO2
4	7	Which of the following is not a component of a business plan? a) Management summary b) Financial plan c) Sales pitch d) Marketing plan	K1	CO1
	8	Which of the following is a part of project appraisal? a) Business registration b) Financial evaluation c) Marketing plan development d) Product development	K2	CO2
5	9	Which of the following provides technical consultancy to small enterprises? a) NPC b) EDI c) TCO d) NRDCI	K1	CO1
	10	The "Stand-up India" initiative focuses on: a) Promoting MSMEs b) Supporting SC/ST and women entrepreneurs c) Digitalization of business processes d) E-commerce development	K2	CO2

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.	Compare the roles and responsibilities of a manager and an entrepreneur.	K3	CO1
	(OR)			
	11.b.	Identify the major challenges faced by entrepreneurs in the initial stages of a business.		
2	12.a.	Discuss the significance of entrepreneurial models in business growth.	K3	CO2
	(OR)			
	12.b.	Analyze the environmental factors that impact entrepreneurial success in India.		
3	13.a.	Explain the purpose of preparing a business plan.	K4	CO3
	(OR)			
	13.b.	Discuss the importance of project appraisal in securing finance.		
4	14.a.	Explain the role of MSME-DO in promoting small businesses in India.	K4	CO4
	(OR)			
	14.b.	Describe the institutional support provided by NSIC for small industries.		
5	15.a.	Analyze the benefit arrived from Mudra Bank scheme.	K5	CO5
	(OR)			
	15.b.	Identify the challenges faced by startups in India today.		

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 challenges faced by women Entrepreneurs.	K3	CO1
2	17	Critically analyze the problems faced by MSMEs in accessing finance and resources.	K3	CO2
3	18	Assess the role of market analysis in the preparation of a project report.	K4	CO3
4	19	Discuss the benefits Provided by SIDBI to the entrepreneur.	K4	CO4
5	20	Critically assess the rise of the startup ecosystem and its challenges in the Indian context.	K5	CO5

Z-Z-Z

END