

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

PGDBM DEGREE EXAMINATION MAY 2025  
(First Semester)

Branch – PG DIPLOMA IN BUSINESS MANAGEMENT

ENTREPRENEURSHIP INNOVATION & STRATUP

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	Which of the following is considered a major driving force for entrepreneurship? a) Unemployment                      b) Economic growth c) Strict regulations                      d) Market monopolies	K1	CO1
	2	Which of the following best describes an entrepreneur? a) A person who prefers job security b) A person who takes the initiative to start a business c) A person who manages someone else's company d) A person who dislikes change	K2	CO2
2	3	Which of the following best describes "disruptive innovation"? a) A minor improvement in existing products b) A technology that completely changes market dynamics c) A new business policy d) An enhancement to customer service	K1	CO3
	4	The "B2B" business model refers to: a) Business-to-business                      b) Business-to-buyer c) Business-to-broker                      d) Business-to-banker	K2	CO1
3	5	In which form of business organization do the owners have the least personal liability? a) Sole proprietorship                      b) Partnership c) Limited liability company (LLC)                      d) Corporation	K1	CO4
	6	Which form of business is easiest to set up and manage? a) Sole proprietorship                      b) Partnership c) Corporation                      d) Joint venture	K2	CO1
4	7	Which business model focuses on delivering personalized products to customers? a) Mass production model b) Mass customization model c) Retail model d) Wholesale model	K1	CO2
	8	Which type of financing is often used by entrepreneurs in the early stages of their ventures? a) Bank loans                      b) Venture capital c) Angel investors                      d) Initial public offering (IPO)	K2	CO2
5	9	Which of the following is an example of a subscription-based business model? a) Retail store                      b) Online streaming service c) Consulting firm                      d) Construction company	K1	CO2
	10	Which of the following is NOT a creative problem-solving technique? A) Mind mapping b) Lateral thinking c) Benchmarking d) Brainstorming	K2	CO3

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.	Differentiate manager and entrepreneur.	K4	CO2
	(OR)			
	11.b.	Discuss the entrepreneurial skills and competencies required for its success.		
2	12.a.	Differentiate creativity and innovation with suitable examples.	K3	CO2
	(OR)			
	12.b.	Explain the innovation process.		
3	13.a.	Describe the process of funding a new venture.	K4	CO3
	(OR)			
	13.b.	Analyze the role of government support for entrepreneurial activities.		
4	14.a.	Illustrate the components of an effective business model.	K4	CO4
	(OR)			
	14.b.	Narrate the contents in the project report.		
5	15.a.	Discuss the innovations in social entrepreneurship.	K5	CO5
	(OR)			
	15.b.	Write a long essay about the entrepreneurial ethics and values.		

**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	Discuss the entrepreneurial competencies with real cases.	K6	CO1
2	17	Elucidate the need and importance of EDPs.	K4	CO2
3	18	Describe the various forms of business organization.	K4	CO3
4	19	Write a long essay on project appraisal methods and techniques.	K5	CO4
5	20	Discuss about social entrepreneurship and its significance.	K4	CO5

Z-Z-Z

END