

PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)

MCom(1B) DEGREE EXAMINATION DECEMBER 2025
(First Semester)

Branch – **INTERNATIONAL BUSINESS**

ENTREPRENEURSHIP 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	Which of these is also known as corporate venturing? (a) Intrapreneurship (b) Mergers (c) Entrepreneurship (d) Acquisition	K1	CO1
	2	Microsoft by Bill Gates is an example of which type of entrepreneurship? (a) Innovative (b) Agricultural (c) Social (d) Joint	K2	CO1
2	3	Entrepreneurs and venture capitalists are _____. (a) Get along well (b) The best friends (c) Cordial friends (d) In conflict	K1	CO2
	4	What is the purpose of a feasibility study for starting a new venture? (a) Exploring potential customers (b) Estimate sales (c) To understand if there are any barriers to success (d) All of the above	K2	CO2
3	5	_____ processes help aspiring entrepreneurs generate venture ideas. (a) Financial planning (b) Goal setting (c) Decision making (d) Creative thinking	K1	CO3
	6	An entrepreneur who is the owner of more than one business is called _____. (a) Portfolio entrepreneur (b) Intrapreneur (c) Corporate entrepreneur (d) None of the above	K2	CO3
4	7	Social entrepreneurship is _____. (a) Social service (b) Social business (c) Social work (d) Social club	K1	CO4
	8	Trade between two or more than two countries is known as _____. (a) Internal business (b) External trade (c) International trade (d) Unilateral trade	K2	CO4

Cont...

5	9	Sustainability of entrepreneur development depends on factors like (a) Technical skills (b) Technology (c) Organizational sustainability (d) All of the above	K1	CO5
	10	_____ is an example of an intangible resource for a business. (a) Machinery (b) Money (c) Brand reputation (d) Raw materials	K2	CO5

SECTION - B (35 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

 $(5 \times 7 = 35)$

Module No.	Question No.	Question	K Level	CO
1	11.a.	Explain Entrepreneur and identify the Entrepreneurial skills. (OR)	K2	CO1
	11.b.	Discuss the needs and roles of creativity and innovation in the organization.		
2	12.a.	Construct the concept of design thinking. (OR)	K4	CO2
	12.b.	Diagnose the term 'Environment Scanning'.		
3	13.a.	Predict the benefits of a Business plan. (OR)	K3	CO3
	13.b.	Examine the role of Incubation centre, with its Importance.		
4	14.a.	Lay out the characteristics of Social Entrepreneurship. (OR)	K4	CO4
	14.b.	Figure out the traits of International entrepreneur.		
5	15.a.	Evaluate the application of green skills. (OR)	K5	CO5
	15.b.	Recommend green education to young generation.		

SECTION - C (30 Marks)

Answer ANY THREE questions

ALL questions carry EQUAL Marks $(3 \times 10 = 30)$

Module No.	Question No.	Question	K Level	CO
1	16	Interpolate the characteristics of a successful entrepreneur.	K2	CO1
2	17	Explore the techniques for generation of new ideas for products and services.	K3	CO2
3	18	Explain the guidelines for developing a business plan.	K2	CO3
4	19	Distinguish between business entrepreneur and social entrepreneur.	K4	CO4
5	20	Abstract the green growth business initiatives.	K6	CO5