

**PSG COLLEGE OF ARTS & SCIENCE
(AUTONOMOUS)**

**MCom(IB) DEGREE EXAMINATION DECEMBER 2022
(Second Semester)**

Branch – **INTERNATIONAL BUISNESS**

ENTREPRENEUERSHIP

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer **ALL** questions

ALL questions carry **EQUAL** marks

(5 x 1 = 5)

1. An individual who starts, creates and manages a new business can be called as _____.
 (i) A leader (ii) A Professional
 (iii) An Entrepreneur (iv) A Manager
2. A business plan is a document that defines in detail a company's objectives and how it plans to achieve its _____.
 (i) Planning (ii) Vision
 (iii) Mission (iv) goals
3. _____ is the apex regulatory body for overall licensing and regulation of micro, small and medium enterprise finance companies in India.
 (i) DIC (ii) SIDBI
 (iii) SIDC (iv) NSIC
4. Social entrepreneurship is the process by which individuals, startups and entrepreneurs develop and fund solutions that directly address social _____.
 (i) needs (ii) issues
 (iii) wants (iv) requirements
5. International entrepreneurs are defined as those pursue internationalization to exploit opportunities at an early _____ stage.
 (i) maturity (ii) growing
 (iii) saturation (iv) decline

SECTION - B (15 Marks)

Answer **ALL** Questions

ALL Questions Carry **EQUAL** Marks

(5 x 3 = 15)

6. a. Discuss about the characteristics of successful entrepreneur.
 OR
 b. Classify about the various entrepreneurial skills.
7. a. Evaluate about the benefits of a business plan.
 OR
 b. Explain about the various steps of environment scanning.
8. a. Discuss about the objective of District Industries Centre.
 OR
 b. Sketch the various steps of financial appraisal of new project.

Cont...

9. a. Explain about the characteristics of social entrepreneurship.
OR
b. Discuss about the various types of social entrepreneur.
10. a. Discuss about the importance of global business.
OR
b. Prepare the various criteria for foreign market selection.

SECTION -C (30 Marks)

Answer ALL questions

ALL questions carry EQUAL Marks

(5 x 6 = 30)

11. a. Differentiate between the term entrepreneur and Intrapreneur.
OR
b. Analyse about the role of creativity in the organisation.
12. a. Appraise about the guidelines for preparing a business plan.
OR
b. Recommend about the generation of new ideas for products and services.
13. a. Evaluate about the functions of NSIC.
OR
b. Analyse about the various functions of SIDBI.
14. a. Evaluate about the various types of social enterprises.
OR
b. Difference between the business and social entrepreneur.
15. a. Assess about the traits of international entrepreneur.
OR
b. Develop the various success factors of international entrepreneurship.

Z-Z-Z

END