

PSG COLLEGE OF ARTS & SCIENCE  
(AUTONOMOUS)

MCom(IB) DEGREE EXAMINATION DECEMBER 2023  
(Second Semester)

Branch - INTERNATIONAL BUSINESS

ENTREPRENEURSHIP

Time: Three Hours

Maximum: 50 Marks

SECTION-A (5 Marks)

Answer ALL questions

ALL questions carry EQUAL marks (5 x 1 = 5)

- 1 The process of creating something new is called \_\_\_\_\_  
(i) Creative Flexibility (ii) Business  
(iii) Management (iv) Innovation
- 2 Which of these is the first activity of a new business?  
(i) Depature Point (ii) Goal Orientation  
(iii)Business Skill Development (iv) preparing the product
- 3 Who should be involved in preparing a firms business plan?  
(i) Accountant (ii) Engineer  
(iii) Entrepreneur (iv) Manager
- 4 The idea of social entrepreneurship came into existence in \_\_\_\_\_  
(i) 1960s (ii) 1990s  
(iii)1850s (iv) 1940s
- 5 Grameen bank by Muhammad yunus is an example of \_\_\_\_\_  
(i) Innovation (ii) Social  
(iii) Public (iv) Joint

SECTION - B (15Marks)

Answer ALL Questions

ALL Questions Carry EQUAL Marks (5 x 3 = 15)

- 6 a Analyze the characteristics of the successful entrepreneur.  
OR  
b Differentiate between Entrepreneur and Intrapreneur.
- 7 a Prepare a note on design thinking.  
OR  
b Evaluate the process of Environment Scanning.
- 8 a Discuss about Angel Investors.  
OR  
b Analyze the role of banks in financing a new project.
- 9 a Determine the characteristics of Social Entrepreneur.  
OR  
b Explain the Traits of International Entrepreneur.

Cont...

- 10 a Prepare a note on inclusive Green Investments.  
OR  
b Evaluate the application of Green Skills.

**SECTION -C (30 Marks)**

Answer ALL questions  
ALL questions carry EQUAL Marks (5 x 6 = 30)

- 11 a Elaborate on entrepreneurship & innovation.  
OR  
b Elucidate – Women Entrepreneurship.
- 12 a Formulate a note on the Need & Forms of Feasibility analysis practiced for a new venture.  
OR  
b Determine the techniques for the generation of new ideas for products & services.
- 13 a Asses on the Institutional Finance to Small Industries.  
OR  
b Formulate a financial appraisal for a new project.
- 14 a Elaborate on Social Entrepreneurship.  
OR  
b Formulate brief note on International Entrepreneurship.
- 15 a Plan a regulatory framework for green & Social Entrepreneurship.  
OR  
b Develop a brief note on green skills and green education.

Z-Z-Z

END