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G. VENKATASWAMY NAIDU COLLEGE (AUTONOMOUS), KOVILPATTI – 628 502.



UG DEGREE END SEMESTER EXAMINATIONS - APRIL 2025.

(For those admitted in June 2021 and later)

PROGRAMME AND BRANCH: B.B.A.

SEM	CATEGORY	COMPONENT	COURSE CODE	COURSE TITLE
V	PART - III	CORE	U21BB510	ENTREPRENEURSHIP

Date & Session: 24.04.2025/AN

Time : 3 hours

Maximum: 75 Marks

Course Outcome	Bloom's K-level	Q. No.	SECTION – A (10 X 1 = 10 Marks) Answer <u>ALL</u> Questions.
CO1	K1	1.	Who is an entrepreneur? a) A person who invests in stock markets b) A person who starts and runs a business venture c) A government official managing public enterprises d) A salaried employee in a multinational company
CO1	K2	2.	Which of the following is NOT a characteristic of an entrepreneur? a) Risk-taking ability b) Innovation c) Lack of confidence d) Leadership skills
CO2	K1	3.	What is the primary goal of an entrepreneur? a) To work under someone's supervision b) To earn a fixed salary c) To create and grow a profitable business d) To follow traditional business methods
CO2	K2	4.	Which type of entrepreneur brings new ideas and innovations to the market? a) Imitative entrepreneur b) Innovative entrepreneur c) Traditional entrepreneur d) Social entrepreneur
CO3	K1	5.	Which of the following is a major source of funding for startups? a) Government salary b) Venture capital c) School grants d) Pension funds
CO3	K2	6.	What does a business plan primarily serve as? a) A legal document for company registration b) A guide for entrepreneurs to outline their business strategy c) A tax-saving document d) A tool for hiring employees
CO4	K1	7.	Which of the following is an example of a social entrepreneur? a) An entrepreneur opening a fast-food chain b) A person launching an eco-friendly recycling business c) A stock market investor d) A CEO of a multinational company
CO4	K2	8.	What is the meaning of a "unicorn startup"? a) A business owned by a single individual b) A startup valued at over \$1 billion c) A company that operates only online d) A government-funded business

CO5	K1	9.	Which of the following is NOT a stage in the entrepreneurial process? a) Identifying an opportunity b) Business planning c) Buying stocks in the market d) Managing and growing the business
CO5	K2	10.	What is the primary difference between an entrepreneur and a manager? a) Entrepreneurs work for others, while managers start businesses b) Entrepreneurs take risks and create businesses, while managers oversee operations c) Managers are more creative than entrepreneurs d) Entrepreneurs have no financial risks, while managers do
Course Outcome	Bloom's K-level	Q. No.	SECTION – B (5 X 5 = 25 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	11a.	Explain the traits of an entrepreneur. (OR)
CO1	K3	11b.	Connote the problems faced by women entrepreneurs in India.
CO2	K3	12a.	Generalize the methods of generating business ideas. (OR)
CO2	K3	12b.	Elaborate on the problem-solving techniques in idea generating.
CO3	K4	13a.	Examine the process of testing the of feasibility business ideas. (OR)
CO3	K4	13b.	Illustrate the contents of the business plan.
CO4	K4	14a.	Explain the importance and procedure for Record Keeping. (OR)
CO4	K4	14b.	Enumerate the measures taken for marketing and sales control.
CO5	K5	15a.	Summarise the functions of NSIC in entrepreneurship Development. (OR)
CO5	K5	15b.	Explicate the Procedure for registering in DIC.

Course Outcome	Bloom's K-level	Q. No.	SECTION – C (5 X 8 = 40 Marks) Answer ALL Questions choosing either (a) or (b)
CO1	K3	16a.	Summarise the role of entrepreneurs in economic development. (OR)
CO1	K3	16b.	Discuss the opportunities for entrepreneurs in India.
CO2	K4	17a.	Illustrate the sources of new ideas for entrepreneurs. (OR)
CO2	K4	17b.	Infer product planning and development process.
CO3	K4	18a.	Analyze the significance of writing a business plan. (OR)
CO3	K4	18b.	List out the factors influencing preparing a business plan.
CO4	K5	19a.	Difference between E-commerce vs Internet advertising. (OR)
CO4	K5	19b.	Outline the sources of capital needed for an entrepreneur.
CO5	K5	20a.	List out the benefits Provided by IDC to entrepreneurs (OR)
CO5	K5	20b.	Sketch out the procedure for getting loans in SSIDCs.