

B. Com (Hons.) (Semester – 6th)
ENTREPRENEURSHIP DEVELOPMENT
Subject Code: BCOM1628
Paper ID: [140333]

Time: 03 Hours

Maximum Marks: 60

Instruction for candidates:

1. Section A is compulsory. It consists of 10 parts of two marks each.
2. Section B consist of 5 questions of 5 marks each. The student has to attempt any 4 questions out of it.
3. Section C consist of 3 questions of 10 marks each. The student has to attempt any 2 questions.

Section – A **(2 marks each)**

Q1. Attempt the following:

- a) Define entrepreneurship.
- b) What is Innovation?
- c) Define 'Business Model'.
- d) Differentiate between small business and entrepreneurship.
- e) Explain the term 'Start-up ecosystem'.
- f) What is meant by 'Opportunity Identification' in entrepreneurship?
- g) Explain the term 'Market Research'.
- h) Define 'Risk-taking'.
- i) What is 'Networking'?
- j) What is Business Incubation?

Section – B **(5 marks each)**

Q2. Explain the entrepreneurial process with the help of a suitable diagram, highlighting the key stages involved.

Q3. Discuss the importance of creativity and innovation in entrepreneurship. Provide examples of innovative business ideas.

Q4. Define 'Business Plan'. Outline the key components of a comprehensive business plan and explain how each component contributes to the success of a new venture.

Q5. Discuss the characteristics of successful entrepreneurs and explain how they contribute to entrepreneurial success.

Q6. Discuss the various methods that entrepreneurs can use to conduct market research and gather relevant information about their target market.

Section – C **(10 marks each)**

Q7. Discuss the stages involved in the entrepreneurial process. Explain the challenges faced by entrepreneurs at each stage of the entrepreneurial process and discuss strategies to overcome these challenges.

Q8. Discuss the role of government policies, incubators, and networking events in nurturing entrepreneurship and supporting start-up ventures. Provide examples of successful start-up ecosystems.

Q9. Evaluate the advantages and disadvantages of different financing strategies, including bootstrapping, venture capital, crowdfunding, and bank loans. Provide examples to illustrate each financing option.