

Roll No.....

Total No. of Printed Pages: [01]

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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.