

(6 pages)

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Sub. Code : ZBAM 43

M.B.A. (CBCS) DEGREE EXAMINATION,  
APRIL 2023.

Fourth Semester

Business Administration – Core

ENTREPRENEURSHIP

(For those who joined in July 2021 onwards)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer :

1. Which of these is not a challenge for the entrepreneur?
  - (a) Managing the cash flow of their business
  - (b) Recruiting new employees
  - (c) Choosing the product or service to sell in the market
  - (d) Formulating rules and regulations relating to conducting entrepreneurship in their country

2. \_\_\_\_\_ is the process through which individual perceives opportunities without regard to resources they possess

- (a) Start-up Management
- (b) Entrepreneurship
- (c) Financial Analysis
- (d) Feasibility Planning

3. The process of creating something new is called

- (a) Creative flexibility
- (b) Management
- (c) Business
- (d) Innovation

4. The idea generation process of entrepreneurship are \_\_\_\_\_

- (a) Germination
- (b) Preparation
- (c) Incubation
- (d) All of these

5. If an entrepreneur takes decisions on behalf of their enterprise, it is known as \_\_\_\_\_

- (a) Routine decisions
- (b) Strategic decisions
- (c) Organizational decisions
- (d) Personal decisions

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6. A \_\_\_\_\_ is a professional money manager who makes risk investment from a pool of equity capital to obtain a high rate of return on investments  
(a) Venture capitalist (b) Entrepreneur  
(c) Businessman (d) Buyer
7. Why should an entrepreneur do a feasibility study for starting a new venture?  
(a) To identify possible sources of funds  
(b) To see if there are possible barriers to success  
(c) To estimate the expected sales  
(d) To explore potential customers
8. The owner of the debenture is qualified for  
(a) Fixed-rate interest  
(b) Company's voting rights  
(c) Firm's Profits share  
(d) Fixed dividend
9. Which among these is a money manager who is involved in making risk investments from equity capital with the objective of gaining better returns?  
(a) Entrepreneur (b) Business person  
(c) Buyer (d) Venture capitalist

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10. These decisions are concerned with policy matters and they influence the goals and objectives of a business venture  
(a) Routine decisions  
(b) Strategic decisions  
(c) Organizational decisions  
(d) Personal decisions

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).  
Each answer should not exceed 250 words.

11. (a) Spot the key differences between Entrepreneurs and Small Business Owners.  
  
Or  
(b) State Benefits of e-Commerce for Entrepreneurs.
12. (a) Discuss the important factors of Entrepreneurial Motivation.  
  
Or  
(b) List common Ethical issues faced by Entrepreneurs in India.

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13. (a) Explain the Pitfalls in selecting New Ventures.

Or

- (b) Detail the New Venture Evaluation Process.

14. (a) Summarize the Advantages of a Partnership.

Or

- (b) Discuss the factors to be considered in deciding the Structure.

15. (a) Write the Benefits of Strategic Planning.

Or

- (b) Write short notes on "Entrepreneurial Edge".

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)  
Each answer should not exceed 600 words.

16. (a) Describe the Challenges of owning a small business.

Or

- (b) How Entrepreneurs are classified?

17. (a) What are the qualities do you need to become a successful entrepreneur?

Or

- (b) Suggest effective ways to Cope with Entrepreneurial Stress.

18. (a) As an Entrepreneur how will you identify the Business Opportunity?

Or

- (b) Explain Mullins' Seven Domains Model.

19. (a) Elaborate the Legal forms of Entrepreneurial Organization along with its pros and cons.

Or

- (b) Summarize the Venture Capital Process.

20. (a) Detail the Foundational Steps to an IPO.

Or

- (b) Explain Funding Opportunities for Startups.

