

(6 pages)

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Sub. Code : ZBAM 43

M.B.A. (CBCS) DEGREE EXAMINATION,
APRIL 2024.

Fourth Semester

Business Administration – Core

ENTREPRENEURSHIP

(For those who joined in July 2021-2022)

Time : Three hours

Maximum : 75 marks

PART A — (10 × 1 = 10 marks)

Answer ALL questions.

Choose the correct answer:

1. The term 'Entrepreneur' was derived from French word _____
- (a) Enterpurpose
 - (b) Enterprise
 - (c) Enterprocedure
 - (d) Enterprendre

2. The use of informal networks by entrepreneurs to gather information is known as
- (a) Secondary research
 - (b) Entrepreneurial networking
 - (c) Informal parameters
 - (d) Marketing
3. _____ shows the process of creating something new.
- (a) Innovation
 - (b) Business model
 - (c) Modeling
 - (d) Creative flexibility
4. An entrepreneur must behave as a good citizen is an example of responsibility towards
- (a) Owners
 - (b) Workers
 - (c) Community
 - (d) Consumers
5. Which of the following is the reason for business failure _____
- (a) Lack of market research
 - (b) Poor financial control
 - (c) Poor management
 - (d) All the above

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6. Which of the following is a recognized disadvantage of setting up as a start-up as compared with other routes to market entry?
- (a) Less satisfaction of the owners
 - (b) There is a high failure rate
 - (c) There are more funds required
 - (d) Less help from various agencies
7. Capital Structure is an optimal mix of which one of the following options
- (a) Sales and profits
 - (b) Debt and equity
 - (c) Current assets and fixed assets
 - (d) Assets and liabilities
8. _____ consists of a virtually invisible group of wealthy investors, often called business angels.
- (a) Informal risk Capital Market
 - (b) Formal risk Capital Market:
 - (c) Business Risk
 - (d) Industrial Risk

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9. Which of the below does not have anything to do with a stock exchange?
- (a) Net Asset Value (NAV)
 - (b) Knowledge Processes Outsourcing (KPO)
 - (c) Initial Public Offering (IPO)
 - (d) The National Stock Exchange (NSE) (NSE)
10. _____ is a process through which a strategy is put into action.
- (a) Strategic analysis
 - (b) SWOT analysis
 - (c) Strategy implementation
 - (d) Strategic turnaround

PART B — (5 × 5 = 25 marks)

Answer ALL questions, choosing either (a) or (b).

Each answer should not exceed 250 words.

11. (a) State the Benefits of owning a small business.
- Or
- (b) What is the need for Corporate Entrepreneurship?
12. (a) Indicate the Social Responsibilities of an entrepreneur towards the Community.
- Or
- (b) Why an Entrepreneur has to be innovative?

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13. (a) List the strategies to create a Sustainable Competitive Advantage.

Or

- (b) Explain the Criteria for assessing New Business Opportunities.

14. (a) Distinguish Debt Finance from Equity Finance.

Or

- (b) Write short notes on 'Informal risk Capital Market'.

15. (a) What do you understand by Harvest Strategies?

Or

- (b) Explain Business Incubation along with its Benefits.

PART C — (5 × 8 = 40 marks)

Answer ALL questions, choosing either (a) or (b)

Each answer should not exceed 600 words.

16. (a) Show the Types of Entrepreneurs.

Or

- (b) Identify the Entrepreneurship Trends to be watched in 2025.

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17. (a) What Risks does an Entrepreneur Face?

Or

- (b) Give your Arguments For' and 'Against' Entrepreneur's Social Responsibility.

18. (a) Discuss: "Lean Canvas"

Or

- (b) Explain the reasons for the failure of New Ventures in India.

19. (a) Describe the Legal Structures for Business.

Or

- (b) Detail the Stages of Venture Capital Financing.

20. (a) How an entrepreneur can implement Strategic Plan?

Or

- (b) Elaborate the Advantages and Disadvantages of IPOs.

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