

Name:

Reg.No.:

FIRST SEMESTER FYUGP EXAMINATION NOVEMBER 2024
BIB1MN102 ENTREPRENEURSHIP DEVELOPMENT

Time : 2 Hrs

Maximum Marks : 70

BL - Bloom's Taxonomy Level (1 to 6)

CO - Course Outcome

Section A		Ceiling Marks : 24		
Answer all questions. Each carries 3 marks.				
No.	Question	M	BL	CO
1.	Explain the characteristics of a first-generation entrepreneur.	3	1	CO1
2.	Define Modern Entrepreneurs and explain how they differ from classical entrepreneurs.	3	2	CO1
3.	Explain three roles that entrepreneurs in economic development.	3	2	CO1
4.	Differentiate between retailer model and manufacturer model of business.	3	5	CO2
5.	What services does SIDCO (Small Industries Development Corporation) offer to small industries in India?	3	1	CO3
6.	Explain the NABARD Scheme for Rural Entrepreneurship Development.	3	2	CO3
7.	What are the different types of intellectual property rights?	3	1	CO4
8.	How can businesses ensure compliance with intellectual property laws while developing new products or services?	3	3	CO4
9.	What are ethical considerations that entrepreneurs should keep in mind when conducting market research?	3	2	CO4
10.	Explain the concept of CSR.	3	1	CO4
Section B		Ceiling Marks : 36		
Answer all questions. Each question carries 6 marks.				
No.	Question	M	BL	CO
11.	What is Innovative Entrepreneurship? Discuss its role in economic development.	6	2	CO1
12.	What are the advantages and disadvantages of a sole proprietorship compared to a limited liability company (LLC)?	6	4	CO2
13.	Suggest ways to find business opportunities.	6	6	CO2
14.	Discuss the advantages and disadvantages of venture capital as a funding strategy for startups.	6	2	CO3
15.	Evaluate the factors that startups should consider when choosing between bootstrapping, angel investors, and venture capital.	6	5	CO3
16.	Discuss the various financial assistance programs offered by SIDBI (Small Industries Development Bank of India) to promote small-scale industries in India. How do these programs contribute to the overall growth of the MSME sector?	6	3	CO3
17.	Analyze the strategies for effectively pitching a business idea to potential investors.	6	4	CO4
18.	Explain the concept of corporate social responsibility (CSR) in entrepreneurship. How can CSR initiatives benefit both businesses and society?	6	3	CO4
Section C				
Answer any 1 question. Each carries 10 marks. (1x10=10 marks)				
No.	Question	M	BL	CO
19.	Suggest measures to uplift women entrepreneurs.	10	6	CO1
20.	"Well-conducted market research can be the difference between the success and failure of a new business venture." Discuss this statement with reference to customer needs and market trends.	10	4	CO2
