

[This question paper contains 4 printed pages.]

2877

Your Roll No.

M.Com./ Sem. III (NC)

F

Paper No. 4302 : Entrepreneurship

Time : 3 Hours

Maximum Marks : 100

*(Write your Roll No. on the top immediately
on receipt of this question paper.)*

Attempt All questions.

All questions carry equal marks.

1. (a) The most crucial aspect of a business plan is to scientifically undertake 'Market Research and Analysis'. In the light of above statement bring out the scope and steps involved in Marketing Research in identifying target market, market characteristics, market potential, competitor analysis, estimated market share and sales analysis. (20)

OR

- (b) It is said that 'investors do not just bet on the horse (the business plan), they bet on the jockey (the entrepreneur and his venture team)', Bring

P.T.O.

out the importance of people management in the success of venture. That are the common attributes of effective team? What should be the management style of an entrepreneur so as to inculcate the feeling of belongingness amongst the employees? (20)

2. (a) Explain the three different stages of financing the venture. Discuss the key characteristics of venture capitalists. In what ways the venture capitalists differ from angel investors? (20)

OR

- (b) Define the term 'business angel', Provide major characteristics with regard to level of experience, motivation for investment and number / type of investments, Briefly give arguments as to why an entrepreneur should raise money through private placement route? (20)

3. (a) Who is an entrepreneur? Differentiate between Entrepreneur and Intrapreneur. Highlight the importance of role models and support systems in entrepreneurship by citing concrete examples? (20)

OR

(b) Define entrepreneurship? 'Entrepreneurship is all about money and getting rich quickly', Do you agree with this? Justify your answer. Discuss the factors impacting emergence of entrepreneurship. (20)

4. (a) 'The best source of getting new ideas is to work with consumers. as they know where the product or service pinches' Examine the relevance of this statement to the growth of the venture. What is meant by Creativity? Differentiate between brainstorming and reverse brainstorming for generating creative ideas. considering a concrete example. (20)

OR

(b) Define entrepreneurial leadership. What are the key dimensions of entrepreneurial leadership? What do ventures require dynamic leaders? What are the implications of the term 'leader empowers' from the point of view of success of a venture? (20)

5. Write short notes on any **four**:

(a) Women entrepreneur in 21st century.

(b) Venture capital funding

P.T.O.

- (c) Lease Financing
- (d) Trademark and patents
- (e) Break-even and ratio analysis
- (f) Funding opportunities for start-ups in India
(5×4=20)