

Enrollment No. \_\_\_\_\_



**NAVRACHANA  
UNIVERSITY**  
a UGC recognized University

**School:** School of Engineering and Technology  
**Program/s:** Computer Science & Engineering  
**Year:** 4<sup>th</sup> **Semester:** 7th  
**Examination:** End Semester Examination  
**Examination year:** December - 2021

**Course Code:** MG405 **Course Name:** Entrepreneurship  
**Date:** 06/12/2021  
**Time:** 02:30 pm to 04:30 pm

**Total Marks:** 40  
**Total Pages:** 3

**Instructions:**

- Write each answer on a new page.  
 → Candidates are required to give their answers in their own words as far as practicable.

Q. No.	Details	Marks	COs*	BTL#
Q.1	<b>Multiple Choice Questions - All are compulsory (1 Mark for each)</b>	<b>10</b>		
	1. The essence of Entrepreneurship is a) Creation of Wealth b) Accumulation of Wealth c) Distribution of Wealth d) All the mentioned		CO1	BT1
	2. The cosmetics company named The Body Shop got its start because its founder wanted to buy natural and organic products without the hefty price tag associated with the fancy packaging used by other cosmetics brands. This is the example of: a) Opportunity Recognition b) Marketing Research for New Venture c) Both Opportunity Recognition and Marketing Research d) None of the mentioned		CO1, CO2	BT2, BT3
	3. _____ assessment is to determine the viability, cost, and benefits associated with a project before the financial resources are allocated. a) Financial Feasibility b) Technical Feasibility c) Economic Feasibility d) Operational Feasibility		CO3, CO4	BT2
	4. Which step of the marketing research is the most difficult step since many entrepreneurs lack knowledge or experience in marketing and often don't even know what they want to accomplish from a research study. a) Defining the purpose or Objectives b) Gathering Data from Secondary Sources c) Gathering Information from Primary Sources d) Analyzing and Interpreting the Results		CO2, CO3	BT2
	5. For planning future operations, which a financial statement is an important tool? a) Pro Forma Income Statement b) Pro Forma Cash Flow c) Balance Sheet		CO5	BT1, BT2



	d) Break-Even Analysis			
	6. The funds provided by the commercial banks are in the form of: a) Equity Financing b) Debt Financing c) Both Equity and Debt Financing d) None of the mentioned		C05	BT1
	7. A successful sole trader wants to raise funds to open a second restaurant and is eager to retain full control of the business. Which of the following sources of finance would be the most appropriate to fund this expansion? a) Gain a partner b) Arrange an overdraft facility c) Obtain a bank loan d) Issue new shares		C01, C05	BT2, BT3
	8. The secret formula for Coca-Cola, which is locked in a vault, is an example of a: a) Patent b) Copyright c) Trademark d) Trade Secret		C01, C05	BT2, BT3
	9. The government has started several initiatives for entrepreneurship development in India. Which initiative having the objective of supporting entrepreneurs, building a robust startup ecosystem, and transforming India into a country of job creators instead of job seekers. a) Start-Up India b) Stand Up India c) Skill India d) ATAL Innovation Mission		C06	BT1
	10. Amaze Ltd. is a company engaged in the manufacturing of air-conditioners. The company has four main departments Purchase, Marketing & Sales, Finance and Warehousing. As the demand for the product grew, the company decided to recruit more employees in the Finance department and Marketing & Sales departments. Identify the component of the business plan which will help the Human Resource Manager to decide and recruit the required number of persons for each department. a) Marketing Plan b) Financial Plan c) Manpower Plan d) Organizational Plan		C01, C05	BT2, BT3
<b>Q.2</b>	<b>Fill in the Blanks - All are compulsory (1 Mark for each)</b>	<b>5</b>		
	1. "Can we deliver the value we promise?" is the question which is asked by the entrepreneur in the _____ analysis.		C02, C03	BT2
	2. _____ is an excellent method for initially screening ideas and concepts.		C03	BT1
	3. The upside-down Pyramid Approach is used in _____.		C02	BT1
	4. In which form of ownership, profits are taxed only once? _____.		C05	BT1
	5. Swastik Ltd., was the market leader in the Mobile Phone Industry in 2010. The company was well known for its affordable phones. In 2015, a new company launched new Mobile models with latest technologies and captured		C01, C03	BT2, BT3

	the market. Swastik Ltd., did not expect this and lost the entire market share and had to close their operations. Which SWOT analysis framework does this case indicate that Swastik Ltd., failed to do? _____.			
<b>Q.3</b>	<b>Short Answer Type Questions - Attempt any 5 questions. (3 Mark for each)</b>	<b>15</b>		
	1. What is creative problem solving? Explain its methods in brief.		CO2, CO3	BT1
	2. The data regarding the fixed costs and variable costs of a company are given below. If the company has to break even, how many units should it sell? Fixed Costs: - Monthly Rent: ₹ 1,000, Insurance: ₹ 500, Total Monthly Fixed Costs: ₹ 1,500 Variable Costs:- Materials: ₹ 30, Labor: ₹ 40, Total variable Cost: ₹ 70, Selling Price: ₹ 100		CO4	BT3, BT4, BT5
	3. Describe the various stages in marketing plan?		CO3	BT1
	4. Discuss about the sources of capital for new venture with example.		CO5	BT1
	5. Explain different form of ownership with advantages.		CO2	BT1
	6. What is feasibility study? What are the benefits of feasibility study.		CO3	BT1, BT2
	7. What are the types of organizational planning? Explain in brief.		CO2, CO4	BT1
	8. Write short notes on: a) Trademarks b) Copyright		CO5	BT1
<b>Q.4</b>	<b>Long Answer Type Questions - Attempt any 2 questions. (5 Mark for each)</b>	<b>10</b>		
	1. Discuss Government of India policy measures to promote entrepreneurship in India.		CO6	BT1
	2. Discuss the level of personal competencies required for becoming a successful entrepreneur. Mention different challenges to be overcome by a successful entrepreneur in his venture.		CO1, CO6	BT2, BT4
	3. What is Start-Up? What do you mean by Start-up Ecosystem? Discuss Start-Up Ecosystem in India.		CO6	BT1, BT2 BT4

\*\*\*\*\*End of Question Paper\*\*\*\*\*