Total number of printed pages–4

14 (COM–4) 4026

2024

COMMERCE

Paper : COM–4026

(Entrepreneurship Management)

Full Marks : 80

Time : Three hours

The figures in the margin indicate full marks for the questions.

Answer Questions Nos. **1, 2** *and* ***any five*** *from the rest.*

1. Choose the correct option for each of the following : 1×5=5

   (a) According to McClelland, achievement-oriented entrepreneurs are

   (i) High risk takers

   (ii) moderate risk takers

   (iii) low risk takers

   (iv) uncertainty beares only

Contd.

(b) Opportunity, team and resources are key elements in which model of entrepreneurship ?

(i) Hoselitz

(ii) Timmons

(iii) Cochran

(iv) Max Weber

(c) An individual who has minority or majority stakes in two or more independent businesses, either new, purchased or inherited, are called

(i) habitual entrepreneurs

(ii) portfolio entrepreneurs

(iii) minority entrepreneurs

(iv) ethnic entrepreneurs

(d) Which of the following comes foremost in the process of creativity-innovative entrepreneurship process ?

(i) Novelty

(ii) Patentability

(iii) Technical feasibility

(iv) All of the above

(e) The process entrepreneurs use to exit a business and realise their investment is

(i) building

(ii) growing

(iii) harvesting

(iv) planning

2. Write short notes on : ***(any five)*** 3×5=15

(a) Creative destruction

(b) Types of risk in entrepreneurship

(c) Blue Ocean strategy

(d) Business angles

(e) Entrepreneurship ecosystem

(f) Peter Drucker and innovation

(g) Social entrepreneurship

3. Discuss about the various classical and modern theories that have contributed towards the growth of entrepreneurship. Also, explain how entrepreneurship evolved in India. 6+6=12

4. What do you know about the reservation of items in the small scale sector ? What are the objectives and economic significance of this sector ? Discuss briefly. 4+8=12

5. Differentiate between strategic plan and business plan. Also discuss the steps involved in business planning process for establishing a particular industry of your choice in North-Eastern Region. 2+10=12

6. What are the functions of GEM ? In this context discuss about the salient features of GEM reports in various categories over the last *five* years. 2+10=12

7. What do you know about the modes of state intervention and assistance to *(i)* New, and *(ii)* Existing small firms in India ? Discuss. 6+6=12

8. Explain about the fund management, sources and respective challenges for start-ups and innovative MSME's in the country. 6+6=12

9. Identify *three* most effective entrepreneurs as per the latest Forbes List and bring out the entrepreneurial traits in them. Also, highlight the challenges faced in their entreprenerial journey and how they have tackled the resistive situations. 4+4+4=12
