

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-23)
END TERM EXAMINATION (TERM -V)

Subject Name: Entrepreneurship

Time: **02.30 hrs**

Sub. Code: PG51

Max Marks: **40**

Note:

All questions are compulsory. Section A carries 5 marks: 5 questions of 1 mark each, Section B carries 21 marks having 3 questions (with internal choice question in each) of 7 marks each and Section C carries 14 marks one Case Study having 2 questions of 7 marks each.

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO 1 Understand the basic concepts of entrepreneurship and functions of entrepreneurs
CO 2 To impart understanding of entrepreneurial finance, assistance and role of entrepreneurial development agencies
CO 3 To provide insights to students in converting an idea to an opportunity and develop understanding of various funding sources for a startup.
CO 4 Familiarizing the students on developing a Business Plan and to provide basic understanding of launching a new venture, raising fund and growing the venture.

SECTION – A

Attempt all questions. All questions are compulsory.

1×5 = 5 Marks

Questions	CO	Bloom's Level
Q. 1: (A). Differentiate social work, charity and entrepreneurship with some suitable examples?	1	L2
Q. 1: (B). Differentiate Intrapreneurship & Entrepreneurship with suitable examples?	1	L2
Q. 1: (C). Name any five components of entrepreneurial eco system in India?		
Q. 1: (D). What do you understand by Detailed Project Report (DPR)?		
Q. 1: (E). "Managers make the things right, where entrepreneurs explore the possibilities". Comment		

SECTION – B

All questions are compulsory (Each question have an internal choice. Attempt any one (either A or B) from the internal choice)

7 x 3 = 21 Marks

Questions	CO	Bloom's Level
Q. 2: (A). What are the major barriers to creativity and innovation? Give some examples?	2	L2
Or		
Q. 2: (B). What are the stages of design thinking? Elaborate with some suitable examples?	2	L3

<p>Q. 3: (A).What are the different ways of protecting ideas of business? Give some suitable examples?</p> <p style="text-align: center;">Or</p> <p>Q. 3: (B).What is geographical indicator? What is its importance for a country like India?</p> <p>Q. 4: (A).What are the major issues related to women entrepreneurship in India?</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). “It is very difficult for social entrepreneurs to find their ‘Revenue model’. Comment</p>	<p>3</p> <p>3</p> <p>2</p> <p>2</p>	<p>L3</p> <p>L3</p> <p>L2</p> <p>L2</p>
<p><u>SECTION - C</u> 7×02 = 14 Marks</p>		
<p>Questions</p>	<p>CO</p>	<p>Bloom’s Level</p>
<p>Q. 5: Case Study:</p> <p>Write your idea of business (under blue ocean strategy only)?</p> <p>Take suitable assumptions.</p> <p>Questions:</p> <p>Q. 5: (A). Write your marketing strategy by answer the following: Describe your target market</p> <p>What is your distribution/selling strategy?</p> <p>Q. 5: (B).What risks your business may face in near future</p> <p>Risks from competitors</p> <p>Changing consumer needs or tastes</p>	<p>4</p> <p>4</p>	<p>L 5</p> <p>L 5</p>