

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

POST GRADUATE DIPLOMA IN MANAGEMENT (2022-24)
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:

COs	Statement of Course Outcomes	Bloom's Taxonomy
CO-1	Use basic concepts of entrepreneurship to examine the types and process of entrepreneurship	Apply-L-3
CO-2	Link design thinking tools to generate ideas and examine the legal aspects of protecting ideas	Apply- L-3
CO-3	Developing a Business Plan to provide basic understanding of launching a new venture, raising fund and growing the venture	Create-L-6
CO-4	Design appropriate strategies to raise funds and select the form of ownership	Create-L-6
CO-5	Examine Social Entrepreneurship, family businesses, women entrepreneurship and entrepreneurship for platform businesses	Apply-L-3

SECTION – A

Attempt all questions. All questions are compulsory. 1×5 = 5 Marks

Questions	CO	Bloom's Level
Q. 1: (A). What did Joseph Schumpeter mean by the term <i>creative destruction</i> ? Q. 1: (B). Differentiate social work and entrepreneurship with some suitable examples. Q. 1: (C). Name any four components of entrepreneurial eco system in India? Q. 1: (D). Name any three famous social entrepreneurs. Q. 1: (E).“Managers make the things right, where entrepreneurs explore the possibilities”. Comment	1	L3

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 innovation? Explain with examples. Or Q. 2: (B). Give some suitable examples of Geographical indicators, copy right and patent stating their importance	2	L3

<p>Q. 3: (A). ‘A startup venture could be defined as a new business that is in the initial stages of operation, beginning to grow and is typically financed by an individual or small group of individuals’. Discuss the main challenges faced by Indian start-ups in recent times with suitable examples.</p> <p style="text-align: center;">Or</p> <p>Q. 3: (B) Jason Willis just applied for a bank loan to finance a smoothie restaurant that he plans to open. The banker asked Jason if he conducted any primary research to assess the feasibility of the restaurant, and Jason replied that he spent countless evenings and weekends in the library and on the Internet collecting data on the feasibility of smoothie restaurants, and he is confident that his restaurant will be successful. He said that he even did careful research to make sure that smoothie restaurants do well in demographic areas that are similar to the area where he plans to open his restaurant. If you were the banker, how would you react to Jason’s statements?</p> <p>Q. 4: (A).What are the major issues related to women entrepreneurship in India? Discuss with suitable examples.</p> <p style="text-align: center;">Or</p> <p>Q. 4: (B). “It is very easy for social entrepreneurs to find their ‘Revenue model’. Comment.</p>	3	L6
<u>SECTION - C</u>		7×02 = 14 Marks
Questions	CO	Bloom’s Level
<p>Q. 5:</p> <p>You have made up your mind to start a “Cloud Kitchen” in association with the E Cell, GLBIMR (through an agreement, where the profit will be shared equally). You have been provided 2 chefs (well versed with all traditional and modern food items) by the canteen, PGDM through the E cell.</p> <p>Take suitable assumptions.</p> <p>Questions:</p> <p>Q. 5: (A).What would be your marketing strategy?(consider (a) your target market (b) your distribution/selling strategy)</p> <p>Q. 5: (B).What risks may your business face in near future. (consider (a) risks from competitors (b) changing consumer needs or tastes (as every year thousands of new students from different part of India take admission)</p>	4	L6

Kindly fill the total marks allocated to each CO’s in the table below:

Question Number	COs	Bloom's Taxonomy Level	Marks Allocated
Q. 1:	CO1	L3	5 marks
Q. 2:	CO2	L3	7 marks
Q. 3:	CO3	L6	7 marks
Q. 4:	CO5	L3	7 marks
Q. 5:	CO4	L6	14 marks