

SET – A

Unique Paper Code: 52413501
Name of the Paper : ENTREPRENEURSHIP
Name of the Course: B. Com : SEC
Semester : V
Duration : 3 hours
Maximum marks : 75

Attempt any four questions.

All questions carry equal marks.

1. How do entrepreneurs respond to the society's problems in a creative way? Explain some of the major challenges being faced by entrepreneurs in the present-day times.
2. Define MSMEs as per the MSMED Act, 2006. Explain the measures being taken for promotion, development and enhancement of competitiveness of micro, small and medium enterprises.
3. Explain the meaning and characteristics of business groups. Discuss the business philosophy and behavioural orientations of any two contemporary family businesses in India.
4. Critically examine the contributions of Entrepreneur Associations and Self-Help groups in promoting Entrepreneurship and Small Business.
5. What do you mean by Project Appraisal? Explain with examples various components of project appraisal.
6. What are the funding opportunities available for Start-ups? Briefly explain the importance of preparing a suitable marketing plan for a Start-up.