

Program: F.Y.B.COM (MS) Semester: II Program Code: UGMS02
 Course: Entrepreneurship Management Course Code: NUMS206
 Duration: 1 Hour Examination Pattern: NEP-Autonomous - External Max. Marks: 30

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Examination:
REGULAR

Q. 1	(a)	Analyse the following case study and answer the questions.	[05]	Course Outcome	Knowledge Level
		<p>Meera, a former school teacher from Odisha, founded "ShikshaSarthi" after realizing that children in remote tribal villages lacked access to quality learning materials. Many students walked long distances to attend school and had limited exposure to digital learning. Meera created a mobile learning digital van equipped with tablets, solar chargers, books, e-books, and activity kits. The van visited each village twice a week, offering interactive lessons in science, language, and mathematics.</p> <p>She also adopted an AI-enabled learning management system that provided real-time data analysis on student performance, attendance and project submissions. To ensure local involvement, Meera trained youth volunteers as "<i>learning friends</i>," providing them with basic teaching skills and limited salary.</p> <p>Parents noticed improvements in their children's confidence and curiosity. Over 18 months, more than 600 children benefited from the initiative.</p> <p>Eventually, the project expanded to five centers and received recognition for promoting inclusive education in underserved regions. Meera's work demonstrated how innovation, community ownership, and passion for education can bridge learning gaps for underprivileged children.</p> <p>Questions:</p> <p>Q1. What did the mobile learning digital van contain?</p> <p>Q2. Explain why Meera trained youth volunteers.</p> <p>Q3. Describe the problem that led to the birth of ShikshaSarthi.</p> <p>Q4. Explain how artificial intelligence helped Meera in her entrepreneurial venture.</p> <p>Q5. In your opinion, is a mobile learning digital van an effective solution for spreading education in remote areas? Give reasons to support your answer.</p>		CO1, CO2	L1-L4

	(b)	Fill in the blanks with an appropriate answer from the alternatives given.	[05]		
	I	_____ stage involves starting the actual operations of a business.		CO1, CO2, CO3	L1
	a.	Planning			
	b.	Feasibility study			
	c.	Venture launch			
	d.	Idea screening			
	II	In SWOT analysis, _____ represents an external factor.			
	a.	Skilled workforce			
	b.	Strong brand image			
	c.	Market competition			
	d.	Efficient management			
	III	_____ provide capital to start-ups in exchange of equity ownership.			
	a.	Banks			
	b.	Venture capitalists			
	c.	Customers			
	d.	Suppliers			
	IV	An example of social entrepreneurship is _____.			
	a.	Opening a luxury car showroom			
	b.	Educational initiatives in a rural village			
	c.	Selling expensive jewelry			
	d.	Selling insurance			
	V	_____ is an example of a technopreneur.			
	a.	Street vendor			
	b.	Software startup founder			
	c.	Farmer			
	d.	Retail shop owner			
Q. 2		Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
	(a)	Explain any two theories of entrepreneurship in detail.		CO1	L2
		OR			
	(b)	Explain the concept of Intrapreneurship with the help of an example.		CO1	L2
Q. 3		Attempt any ONE of the following.	[10]	Course Outcome	Knowledge Level
	(a)	List down the steps involved in starting a venture.		CO3	L1
		OR			
	(b)	Identify various funding options available for entrepreneurs.		CO3	L1

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