Program:	M.Com Part II	**Semester:**	III	**Program Code:**	PGCOM01
Course:	Entrepreneurial Management			**Course Code:**	59113
Duration:	2 Hours	**Examination Pattern:**	NEP – Autonomous - External	**Max. Marks:**	50

Instructions:

1. All questions are compulsory.
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.
4. CO (Course Outcome), KL (Knowledge Level).

Examination:

REGULAR

Q. 1		**Case Study Analysis**	[10]	CO's	KL's
		Neha, a young management graduate from Mumbai, noticed that small local businesses struggled to manage their online sales and digital payments. She identified this opportunity and launched BizConnect, a startup that provides small businesses with an affordable digital platform for online orders, payments and customer management. Initially, Neha used her personal savings and support from friends to develop the platform. As the startup gained customers, she applied for DPIIT recognition under Startup India and explored government funding and incubation support. Within two years, BizConnect expanded to several cities and created employment for young professionals.			
		Answer the following questions:			
	(a)	What opportunity did Neha identify?	**(02)**	**CO2**	**L1**
	(b)	Why can BizConnect be considered a startup?	**(02)**	**CO2**	**L2**
	(c)	What source of finance did Neha initially use?	**(02)**	**CO3**	**L2**
	(d)	How can Startup India support a startup like BizConnect?	**(02)**	**CO3**	**L3**
	(e)	What impact did BizConnect create?	**(02)**	**CO3**	**L3**
Q. 2		**Answer the following.**	**[10]**	**CO's**	**KL's**
	(a)	Describe the features of Social Entrepreneurship.		**CO1**	**L2**
		OR			
	(b)	Elucidate various challenges faced by Indian Entrepreneurs.		**CO1**	**L2**
Q. 3		**Answer the following.**	**[10]**	**CO's**	**KL's**
	(a)	Explain the role of Angel investors in start ups.		**CO2**	**L3**
		OR			
	(b)	What are the different government grants provided to assist entrepreneurs?		**CO2**	**L4**

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Q. 4		**Answer the following.**	**[10]**	**CO's**	**KL's**
	(a)	Identify and explain the primary tools used in financial analysis for startups.		**CO3**	**L4**
		OR			
	(b)	Elaborate various factors affecting selection of plant location.		**CO3**	**L3**
Q. 5		**Answer the following.**	**[10]**	**CO's**	**KL's**
	(a)	Write a short note on Women Entrepreneurship.		**CO4**	**L2**
		OR			
	(b)	Elaborate various non - financial incentives given to the entrepreneurs in India.		**CO4**	**L2**

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