

END TERM EXAMINATION

THIRD SEMESTER [B.COM (HONS.)] JANUARY-FEBRUARY 2023

Paper Code: BCOM-217

Subject: Entrepreneurial Mindset

Time: 3 Hours

Maximum Marks: 75

Note: Attempt five questions in all including Q. No.1 which is compulsory.

- Q1 Answer **any five** from the followings:- (5x5=25)
- (a) The role of creative thinking in starting a new venture
 - (b) Benefits of acquiring an Established Venture
 - (c) Requirements for filing a Patent
 - (d) Meaning of Intellectual Property Rights
 - (e) Role of Business Incubators
 - (f) The concept of Entrepreneurship Ecosystem
 - (g) The basic challenges of a Start up
 - (h) Importance of Project Appraisal by External Agencies
- Q2 How does a Franchise Work? Evaluate the different Franchising opportunities with relevant examples. (12.5)
- Q3 Distinguish between Patents, Trademarks and Copyrights. Throw light on the status of Intellectual Property rights in India. (12.5)
- Q4 Explain the role of Business Incubators, Angel Investors, Venture Capital. Clearly elucidate their functions in an Entrepreneurship Ecosystem. (12.5)
- Q5 What is the importance of Non-Verbal Communication? Explain its various types and their importance. Give example to illustrate your answer. (12.5)
- Q6 The Project Report is a complex document with a lot of stress on finer details. What are the important aspects of a good report? Explain them. (12.5)
- Q7 How does effective communication Influence the success of an Entrepreneur? Throw light on the skills of a good Entrepreneur? (12.5)
- Q8 Write a short note on the following:- (12.5)
- (a) Steps for Pitching the Idea to mobilize resources for start up
 - (b) Importance and techniques to establish preliminary contact with bankers, suppliers and vendors.

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