

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

M.Com. A&F - END SEMESTER EXAMINATIONS - NOV'2024
SEMESTER - III

24PAFET3A03 - Entrepreneurial Development

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions ($10 \times 2 = 20$ Marks)

1. What is intellectual property, and why is it crucial for startups?
2. What are some common tools for ideation in entrepreneurship?
3. Explain the meaning of principled planning.
4. Explain the concept of "the new business paradigm."
5. Describe the importance of forming a legal entity for a new business.
6. What are the five steps to a successful capstone experience in launching a business?
7. Explain the role of a business model in a successful launch plan.
8. What is meant by "the knock on opportunity"?
9. Describe the customer discovery process.
10. What elements should be included in a business concept statement?
11. Define "entrepreneurial mindset" and its importance for success.
12. What are the primary financial statements an entrepreneur should understand?

Section C

Answer any **FOUR** questions ($4 \times 5 = 20$ Marks)

13. Explain how the structure of a business influences its growth potential.
14. Examine the relationship between design focus and market success.
15. Describe how a well-structured launch plan contributes to the success of a new venture.
16. Classify the significance of resilience and adaptability in developing an entrepreneurial mindset.
17. Classify the role of creativity in innovation and entrepreneurship.
18. Determine the importance of customer feedback in the ideation process.
