

MASTER OF COMMERCE
FOURTH SEMESTER
ENTREPRENEURSHIP DEVELOPMENT AND PROJECTS MANAGEMENT
MCM-401

Duration : 3 hrs.

Full Marks: 70

[PART-A: Objective]

Time : 20 min.

Marks : 20

Choose the correct answer from the following:

1X20=20

1. Activity on the Arrow (AOA) system and Activity on Node (AON) system relate to which one of the following:
 - a. Setting up a green field enterprise
 - b. Graphs used in PERT and CPM
 - c. New innovation enterprise starting with seed money
 - d. For creating new entity in incubation centre
2. CPM for planning and controlling projects may be attributed to which one of the following:
 - a. Is related to cloud computing
 - b. concerns crowd funding
 - c. Relates to E.I. du Pont Nemours & co in 1956 for plant maintenance
 - d. All of the above
3. Entrepreneurship is a creative activity, with innovation engaging it in production of goods yielding both satisfaction and profits; this theory may be attributed to which one of the following:
 - a. Peter F Drucker
 - b. Joseph Schumpeter
 - c. Walker
 - d. Elon Musk
4. As per MSME Development Act 2006, for a micro enterprise the investment limit in plant and machinery does not exceed in a manufacturing enterprise:
 - a. Rs 20 lakh
 - b. Rs 25 lakh
 - c. Rs 28 Lakh
 - d. Rs 30 lakh
5. Fiscal incentives for promotion and sustaining new enterprises relate to:
 - a. GST remission, custom duty relief, subsidy of government
 - b. Bank credit, credit moratorium, interest payment remission
 - c. Cost of setting up incubation centre and venture capital finance
 - d. None of the above
6. Indicate which one of the following is a wrong statement:
 - a. According to Adam Smith every individual entrepreneur is guided by an invisible hand.
 - b. As per a theory, an economy is the effect for which entrepreneurship is the cause.
 - c. Entrepreneurship entails risk bearing ability, with innovation, incubation and new creation.
 - d. No new funding avenue or venture capital is needed for a newly set up entity.

7. Theory of social change in respect of entrepreneurship was developed by:
 - a. Adam Smith
 - b. Everett E. Heggins
 - c. Joseph A. Schumpeter
 - d. Knight
8. Theory of moral sentiment 1759 in respect of an economic activity was pioneered by:
 - a. IMD little
 - b. Everett E. Heggins
 - c. Knight
 - d. Adam Smith
9. Which one of the following is the most common method for generating ideas for evolving an enterprise in a free thinking environment?
 - a. Crap analysis
 - b. Brain storming
 - c. Setting up venture capital finance
 - d. Cloud computing and climate change
10. Which one of the following is appropriate for technopreneur?
 - a. A technopreneur is technology savvy, creative, innovative
 - b. He goes through an organic process of continual improvement in a digital economy
 - c. We opts for core business involving technology-based industries
 - d. All of the above
11. Which one of the following is a supportive policy for promotion of an enterprise?
 - a. Startup policy, incubation centre creation
 - b. Atmanirbhar Bharat, marketing facility to MSMEs
 - c. Loan moratorium for MSMEs, make in India
 - d. All of the above
12. Venture capital finance is applicable to which one of the following:
 - a. Is a form of private equity
 - b. Investors provide to startup companies
 - c. Companies which should have long-term growth potential
 - d. All of the above
13. Angel financing, cloud funding, seed capital financing is a mode pertaining to:
 - a. Feasibility certification
 - b. Financing of startups
 - c. Guaranteeing of refund and financing
 - d. Financing an old entity
14. Return on investment (ROI) ratio, a key profitability ratio for an enterprise was developed by:
 - a. MC kensey chart
 - b. Du Pont chart
 - c. KPMG model
 - d. Michael Porter model
15. The essence of theory of Profit pertains to:
 - a. Profit as a reward for uncertainty bearing
 - b. Profit is the residual return to the entrepreneurs

- c. Frank H, Knight has made a clear distinction between risk and uncertainty
- d. All of the above
16. Which one of the following may be attributed to economic development through entrepreneurship?
- a. Creating jobs and employment avenues
- b. Bring wealth to local societies
- c. Exposing the local market to foreign opportunities
- d. All of the above
17. For a service sector micro enterprise, as per MSME Development Act, in a micro enterprise:
- a. Investment in plant and machinery shall not exceed Rs 10 lakh
- b. Investment limit in plant and machinery shall not exceed Rs 15 lakh to Rs 20 lakh
- c. No limit of investment
- d. None of the above
18. Essential features of venture capital investment relates to which one of the following:
- a. High risk, lack of liquidity
- b. Long term horizon, innovation projects
- c. Equity participation and capital gains
- d. All of the above
19. Market potential of a project is tested by:
- a. Analyzing potential consumer base
- b. Analyzing competition prevailing in the market
- c. Comparing substitute products
- d. All of the above
20. A single lump sum which is given by a government to an entrepreneur to cover the cost is referred to as:
- a. Bounty
- b. Subsidy
- c. Exemption
- d. Rebate and concession

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(PART-B : Descriptive)

Time: 2 HRS 40 MINS

Marks : 50

[Answer question no.(1) & any four (4) from the rest]

1. Describe the different forms of entrepreneurs. Indicate the essential features of successful entrepreneur. 6+4=10
2. Highlight the steps involved in idea generation. Elucidate the opportunities for entrepreneurship development in the North East India. 6+4=10
3. Describe the policy support offered to MSME sector under the MSME Development Act 2006; and other policy actions for this sector. 10
4. What are the various source of finance available for setting up an enterprise? 10
5. Describe the need for project management. Highlight the technique of project formulation and project analysis. 4+6=10
6. Describe any two theories of entrepreneurship development. 10
7. Elucidate the contents to be covered in a project proposal form and in project report. 10
8. Describe the success stories of two entrepreneurs both in India and abroad. 5+5=10

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