



Avinashilingam Institute for Home Science and Higher Education for Women

Deemed to be University Estd. u/s 3 of UGC Act 1956, Category 'A' by MHRD (now MoE)

Re-accredited with 'A++' Grade by NAAC. CGPA 3.65/4, Category I by UGC

Coimbatore - 641 043, Tamil Nadu, India

Continuous Internal Assessment Test I – February 2025

Semester-II

Class: I PG

Major: M.Com

Time: 2 Hrs

Max.Marks:60

23MCOC12- Entrepreneurship and Small Business Management

Course Outcomes:

CO1: Understand the significance of entrepreneurship for economic development of the country.

CO2: Able to analyze micro and macro factors influencing entrepreneurship

CO3: Gain Knowledge on legal procedure for setting up of the enterprises and understand the preparation of projects formulation

CO4: Acquire knowledge on central and state governments' schemes to startup and existing enterprises

CO5: Motivation to become entrepreneurs

Part A

Choose the correct answer

6x 1=6

1. Entrepreneurs are considered the backbone of the economy because they
a) Promote innovation and technological advancement
b) Focus mainly on personal gain
c) Create demand for goods and services in the market
d) Manage public funds effectively
CO1K2
2. Entrepreneurs who operate in the traditional way and resist changes are
(a) Drone (b) Adoptive (c) Fabian (d) Cognitive
CO1K1
3. Which business function should focus on first when preparing to start a business.
(a) Financing (b) Marketing vision (c) Operation (d) Status
CO1K2
4. The key factor influencing the mobility of entrepreneurs are:
(a) Resources (b) Experience and Education (c) Language and culture (d) All of above
CO2K1
5. The resources within an organization was used to achieve its goal to make up the business is called as
(a) External environment (b) Internal environment (c) Social responsibility
(d) Workers motivation
CO2K2
6. An entrepreneur can benefit from a favorable environmental factor like
(a) Restrictive trade policies (b) Government incentives for innovation and startups
(c) High levels of taxation (d) Restriction on new market entrants
CO2K1

Part B

Answer all questions

3X6=18

- 7.a. Write about the characteristics of Entrepreneurs?
(Or)
CO1 K3
- 7.b. State the brief note on psychological theory of entrepreneurship
CO1 K1
- 8.a. Write a brief note on entrepreneurial process.
(Or)
CO1 K2
- 8.b. Give a brief explanation about the role of entrepreneurship in economic development.
CO1 K2
9. a) Summarize the measures to develop effective business plans.
(Or)
CO3 K5
- 9.b) List out the steps taken for Setting up of MSMEs
CO3 K3

Part – C

Answer all questions

3X12=36

- 10a) List out the qualities of an entrepreneur
(Or)
CO1 K1
- 10.b) Explain the different types of entrepreneur
CO1 K3
- 11a) Describe about the challenges of entrepreneurs
(Or)
CO2 K2
- 11.b) Give explanation about business opportunities and Summarize the measures to develop effective business plans.
CO2 K2
- 12a) Analyse the factors influencing entrepreneurial environment
(Or)
CO2 K4
- 12b) Write about the role of MSME Act, 2006 of entrepreneurial development
CO4 K4