



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

Master's Degree Examination – May 2025

II Semester

Class : I M.Com.
Major : Commerce

Time: 3 Hours
Max. Marks: 100

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 start-up and existing enterprises.

CO5: Motivation to become entrepreneurs

Part A

10 x 1 = 10

Choose the Correct Answer

1. What is the primary role of an entrepreneur? CO1K1
 - a. To invest money
 - b. To create and manage a business
 - c. To work for a corporation
 - d. To hire employees
2. The ability of an entrepreneur to recognize new business opportunities is known as CO1K1
 - a. Business acumen
 - b. Innovation
 - c. Opportunity recognition
 - d. Strategic management
3. The legal and regulatory environment that affects entrepreneurship is typically considered CO1K2
 - a. Economic environment
 - b. Social environment
 - c. Political environment
 - d. Technological environment
4. Which of the following is a key component of the economic environment for entrepreneurship? CO1K1
 - a. Government stability
 - b. Availability of capital
 - c. Technological advancements
 - d. Social media trends
5. The availability of capital for expansion mainly influences which aspect of a business? CO1K2
 - a. Marketing strategy
 - b. Technological infrastructure
 - c. Size of the business unit
 - d. Social responsibility initiatives
6. Which of the following factors would most likely lead to a smaller business size? CO1K1
 - a. Increasing customer base
 - b. Decreased availability of capital
 - c. Growth in technology adoption
 - d. Expansion into new geographic regions
7. The "Credit Guarantee Fund Scheme" for MSMEs was launched by which of the following government agencies? CO1K1
 - a. Ministry of Finance
 - b. NITI Aayog
 - c. Ministry of MSME
 - d. SIDBI
8. Which of the following schemes is specifically designed to assist MSMEs in marketing their products and services? CO1K1
 - a. Udyog Aadhaar Registration
 - b. Marketing Development Assistance Scheme
 - c. Make in India
 - d. Atal Innovation Mission

9. Which of the following is a primary characteristic of women entrepreneurs? CO1K1
 a. Strong emotional intelligence and social skills
 b. Focus on innovation and new ideas
 c. High risk-taking ability
 d. Desire to expand businesses internationally
10. Which country ranks high in the number of women entrepreneurs globally? CO1K1
 a. United States b. Saudi Arabia c. India d. China

Part B

5 x 6 = 30

Answer ALL questions

Each answer should not exceed 400 words or two pages

- 11.a. Describe the characteristics of entrepreneurship. CO1K1
 (or)
- 11.b. Discover the entrepreneurial process. CO1K1
- 12.a. Express the political environment. CO2K2
 (or)
- 12.b. Demonstrate the innovation and value creation. CO2K2
- 13.a. Experiment the role of MSME Act 2006. CO3K3
 (or)
- 13.b. Construct the size of business unit. CO3K3
- 14.a. Analyze the state government sponsored MSME's. CO4K3
 (or)
- 14.b. Criticize the marketing assistance schemes. CO4K3
15. a. Summarize the Cent kalyani of Central Bank of India Credit Scheme. CO5K3
 (or)
- 15.b. Assess the women entrepreneurs in India. CO5K3

Part C

5 x 12 = 60

Answer ALL questions

Each answer should not exceed 800 words or four pages

16. a. Enumerate the qualities of entrepreneur. CO1K2
 (or)
- 16.b. Recall the role of entrepreneurs in economic development. CO1K2
- 17.a. Interpret the environment assessment in India. CO2K3
 (or)
- 17.b. Explain the entrepreneurial progress in India. CO2K3
18. a. Demonstrate the setting up of MSME's in a new enterprises. CO3K4
 (or)
- 18.b. Explain the factors determining the size of business unit. CO3K4
- 19.a. Categorize the government sponsored schemes in India. CO4K4
 (or)
- 19.b. Discriminate an institutional support system for MSME's. CO4K4
- 20.a. Appraise the National Bank for Agriculture and Rural Development. CO5K4
 (or)
- 20.b. Discriminate the consortium of women entrepreneurs in India. CO5K4
