

QP CODE

H2074

Enrollment Number:

Name:

M.COM DEGREE EXAMINATIONS, MARCH 2026

Fourth Semester

M.Com

**M21CM02SC– Entrepreneurship Development
(2023 July admissions)**

Time: 3 Hours

Max Marks: 70

Section A

Answer any five of the following questions in two or three sentences each. Each question carries 2 marks.

1. What do you mean by an entrepreneur?
2. Define Entrepreneurship.
3. What do you mean by Trading Entrepreneurs?
4. What is digital marketing?
5. What is Private limited company?
6. What do you mean by International Entrepreneurs?
7. What do you mean by strategic growth?
8. What do you mean by sole proprietorship?

(2X5=10)

Section B

Answer any six of the following questions in a paragraph each. Each question carries 5 marks.

9. Explain the components of Business Environment.
10. Write a note on the challenges of rural entrepreneurship.
11. Explain the effective ways of marketing startups.
12. What is Project Management? Explain the Features of Project management.
13. What do you mean by Startups? Explain the key characteristics of Startups.

14. Differentiate between Project Appraisal and Project Evaluation.
15. Explain the sources of business idea.
16. Write a note on women entrepreneurs.
17. Explain the government programmes for entrepreneurial development among students.
18. Explain the role and importance of entrepreneurship in economic development.

(5X6=30)

Section C

Answer any two of the following questions in four pages each. Each question carries 15 marks.

19. Explain the nature of entrepreneurship.
20. Explain the characteristics of a successful entrepreneur.
21. Briefly explain the criteria for selecting a project.
22. Briefly explain the stages of economic development and entrepreneurship.

(15X2=30)