UG Semester-End Final Exams-2026

Date: 29 -05- 2026

Esth

B.COM 4th Semester (SEC)

ENTREPRENEURSHIP & STARTUP BUSINESS

Full Marks: 37.5 **Pass Mark: 15** **Time: 2 Hours**

PART-I.

Choose the correct answer from the following **(1/2×15=7.5)**

1. A key feature of entrepreneurship is:
   a) Routine work
   b) Innovation
   c) Stability
   d) Control

2. Creative behaviour means:
   a) Doing routine tasks
   b) Generating and applying new ideas
   c) Avoiding change
   d) Copying others

3. A business plan is:
   a) A legal document only
   b) A roadmap for business activities
   c) A marketing poster
   d) A financial report

4. Choosing a business location depends mainly on:
   a) Personal liking
   b) Access to customers and resources
   c) Decoration
   d) Size only

(PTO)

5. Layout planning focuses on:
   a) Appearance only
   b) Efficient use of space and workflow
   c) Marketing strategies
   d) Hiring employees

6. Operation planning deals with:
   a) Long-term goals only
   b) Day-to-day activities
   c) External funding
   d) Advertising

7. Internal finance comes from:
   a) Banks
   b) Owner's savings
   c) Government
   d) Public

8. External finance comes from:
   a) Personal savings
   b) Retained earnings
   c) Banks and investors
   d) Owner's capital

9. Angel investors:
   a) Give government funds
   b) Invest their own money in startups
   c) Provide only loans
   d) Fund large companies only

10. Crowdfunding involves:
    a) One investor
    b) Many people contributing small amounts
    c) Only banks
    d) Only government

11. Digital marketing helps in:
    a) Production
    b) Promotion to a wide audience
    c) Storage
    d) Hiring

12. Viral marketing works when:
    a) Content spreads quickly among people
    b) Only paid ads are used
    c) It targets few people
    d) It avoids internet

13. Financial planning ensures:
    a) No risks
    b) Proper use of funds
    c) No expenses
    d) No losses

14. Start-ups are:
    a) Old businesses
    b) New and innovative businesses
    c) Government offices
    d) Non-profit only

15. Government startup schemes aim to:
    a) Control businesses
    b) Support new entrepreneurs
    c) Increase taxes
    d) Reduce innovation

PART-II.

Answer any five from the following questions (1×5=5)

1. Entrepreneurship
2. Project proposal

(PTO)

3. Financial plan
4. Start-up
5. Viral marketing
6. Angel investors
7. Crowdfunding

PART-III

Answer the following questions **(5×5=25)**

1. What are the elements of entrepreneurship?

   OR

   Explain the five importance of creativity in entrepreneurship.

2. What are the contents of a project?

   OR

   Discuss the significance of undertaking business plan.

3. What are the tips for process design?

   OR

   What are the factors in location and layout design?

4. Explain the types of start-ups.

   OR

   Discuss the components of start-ups.

5. Explain the elements of viral marketing .

   OR

   What are the components of digital marketing?

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