

KAMARAJ COLLEGE (Autonomous)

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

(5 Pages)

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PG Degree - End Semester Examinations, November 2025

Third Semester

M.A. ENGLISH

Entrepreneurship Development

(For those who joined in July 2024 onwards)

Time: 3Hours

Maximum: 75 Marks

PART – A (10 × 1 = 10 Marks)

Answer ALL Questions

Choose the correct answer:

1. The most prominent example of entrepreneurship is _____.
(a) Buying a property (b) Starting of new businesses
(c) Setting up stalls (d) Learning the strategies
2. Hair dresser, grocery store, travel agent, consultant are all
(a) Social entrepreneurs
(b) Large company entrepreneurs

- (c) Small business entrepreneurs
 - (d) Scalable startup entrepreneurs
3. A company owner should know the product offerings and also be aware of the _____ in the market.
- (a) Market history
 - (b) Latest trend
 - (c) Manufacturing techniques
 - (d) Competition
4. Which of the following is not a key concept of entrepreneurship?
- (a) Innovation
 - (b) Risk taking
 - (c) Suppliers
 - (d) Vision
5. Women entrepreneurship mainly faces challenges due to:
- (a) Lack of education
 - (b) High confidence
 - (c) Low competition
 - (d) Government policies
6. Tourism entrepreneurship is closely related to which sector?
- (a) Agriculture
 - (b) Service
 - (c) Manufacturing
 - (d) Mining
7. Maslow's Theory deals with:
- (a) Human motivation
 - (b) Market expansion
 - (c) Financial planning
 - (d) Business law
8. The willingness to take calculated risks is an important
- (a) Economic skill
 - (b) Entrepreneurial trait

(c) Political behaviour (d) Cultural value

9. Which of the following is the correct first step in the creative process?

(a) Implementation (b) Evaluation

(c) Illumination (d) Preparation

10. Government incentives and facilities are provided mainly to:

(a) Support large industries (b) Promote imports

(c) Reduce competition (d) Encourage entrepreneurs

PART - B (5 X 5 = 25 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 250 words.

11. (a) Explain the meaning and importance of entrepreneurship.

(OR)

(b) Discuss any two factors that influence entrepreneurship.

12. (a) Explain any two characteristics of an entrepreneur.

(OR)

(b) Differentiate between business entrepreneurship and social entrepreneurship.

13. (a) What are the main barriers to women entrepreneurship?

(OR)

(b) Write a short note on tourism entrepreneurship.

14. (a) State Maslow's Hierarchy of needs and explain.

(OR)

(b) Analyse the importance of risk-taking behaviour in entrepreneurship.

15. (a) List the steps involved in the creative process.

(OR)

(b) Discuss any two incentives or facilities available for entrepreneurs.

PART - C (5 X 8 = 40 Marks)

Answer ALL Questions choosing either (a) or (b).

Answer should not exceed 600 words.

16. (a) Evaluate the factors that influence entrepreneurship.

(OR)

(b) Examine how the basic characteristics of an entrepreneur contribute to the success of entrepreneurial ventures.

17. (a) Evaluate the impact of new generation entrepreneurship and social entrepreneurship on modern business development, citing suitable examples.

(OR)

(b) Evaluate the use of technology on entrepreneurship.

18. (a) Propose strategies to promote and strengthen women entrepreneurship by integrating its distinct features with modern entrepreneurial practices.

(OR)

- (b) Design a model for enhancing women entrepreneurship that addresses its unique features and overcomes the limitations of general entrepreneurial frameworks.
19. (a) Evaluate the relevance of motivational theories in understanding the behaviour and success of modern entrepreneurs.

(OR)

- (b) Assess the role of culture and society in shaping an entrepreneur's motivation and risk-taking behaviour.
20. (a) Relate how creativity contributes to successive entrepreneurship.

(OR)

- (b) How does problem solving and decision-making skills contribute to creativity in entrepreneurship?