

# **KAMARAJ COLLEGE (Autonomous)**

Accredited with A+ Grade by NAAC

(Affiliated to Manonmaniam Sundaranar University, Tirunelveli)

THOOTHUKUDI – 628 003

**(6 Pages)**

**Reg. No: .....**

**Question Code No : 25004001**

**Course Code : 25UEDM11**

**UG Degree - End Semester Examinations, November 2025**

**First Semester**

**BBA DIGITAL MARKETING**

**Entrepreneurship Management**

**(For those who joined in June 2025 onwards)**

**Time : 3 Hours**

**Maximum : 75 Marks**

**PART – A ( $10 \times 1 = 10$  Marks)**

**Answer ALL Questions**

**Choose the correct answer:**

1. Which of the following is the first step in the entrepreneurial process?  
(a) Opportunity recognition      (b) Business planning  
(c) Resource management      (d) Leadership skills
2. Creativity in entrepreneurship mainly helps in:  
(a) Copying existing ideas

- (b) Generating innovative solutions
- (c) Reducing competition
- (d) Avoiding risk completely

### 3. Market analysis primarily involves:

- (a) Studying financial statements
- (b) Understanding customer needs and competition
- (c) Recruiting employees
- (d) Managing technology

4. Financial projections in a business plan are mainly used to:

- (a) Estimate future revenues and costs      (b) Recruit skilled staff
- (c) Create advertisements      (d) Improve leadership

5. The process of allocating financial resources for planned activities is called:

- (a) Budgeting                      (b) Delegation  
(c) Networking                  (d) Scaling up

6. Which of the following is a key element of human resource planning?

- (a) Opportunity recognition      (b) Recruitment and training of employees
- (c) Financial forecasting      (d) Conflict resolution

7. Which of the following is essential for effective team building?
- (a) Individual decision-making                      (b) Collaboration and trust among members
- (c) Strict hierarchy                      (d) Avoiding delegation
8. The act of assigning responsibility and authority to others to carry out tasks is known as:
- (a) Conflict resolution                      (b) Delegation
- (c) Risk management                      (d) Networking
9. In entrepreneurship, scaling up refers to:
- (a) Downsizing the business                      (b) Expanding operations to a larger market
- (c) Avoiding partnerships                      (d) Reducing production
10. Which of the following is an example of a sustainable practice in business?
- (a) Overuse of natural resources
- (b) Short-term profit maximization only
- (c) Implementing eco-friendly production methods
- (d) Ignoring social responsibility

**PART – B (5 X 5 = 25 Marks)**

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

**Answer should not exceed 250 words.**

11. (a) Explain how entrepreneurs find new business ideas with examples.

**(OR)**

- (b) Analyse how creativity and innovation help in developing successful business ventures.

12. (a) Illustrate the importance of market analysis in preparing a business plan.

**(OR)**

- (b) Examine how financial projections guide entrepreneurs in making strategic decisions.

13. (a) List and explain the budgeting techniques used by entrepreneurs to control expenses.

**(OR)**

- (b) Analyse the role of human resource planning in ensuring the smooth functioning of a startup.

14. (a) Explain with an example how team building improves workplace efficiency.

**(OR)**

(b) Analyse how effective delegation supports better decision-making in organizations.

15. (a) Illustrate how networking helps entrepreneurs to grow their business.

**(OR)**

(b) Identify the importance of sustainable practices for long-term business growth.

**PART – C (5 X 8 = 40 Marks)**

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

**Answer should not exceed 500 words.**

16. (a) Apply problem-solving techniques to suggest solutions for common challenges faced during idea generation.

**(OR)**

(b) Evaluate the importance of creativity and innovation in converting an idea into a viable business opportunity.

17. (a) Analyse the key steps in developing a business model for a new venture.

**(OR)**

(b) Discuss the importance of strategic planning in the success of a business.

18. (a) Apply budgeting principles to explain how entrepreneurs can balance limited resources.

**(OR)**

(b) Explain how risk management supports the stability of a business with suitable example.

19. (a) Illustrate how team building contributes to achieving organizational goals.

**(OR)**

(b) Evaluate the effectiveness of different conflict resolution strategies in detail with examples.

20. (a) Illustrate with examples how networking and partnerships help entrepreneurs scale up their business.

**(OR)**

(b) Illustrate the sustainable practices followed by entrepreneur for the long-term growth of their business.