

SHRIMATHI DEVKUNVAR NANALAL BHATT VAISHNAV COLLEGE FOR WOMEN
(AUTONOMOUS)

(Affiliated to the University of Madras and Re-accredited with 'A+' Grade by NAAC)
Chromepet, Chennai - 600 044.

M.Com. A&F- END SEMESTER EXAMINATIONS - APRIL 2025
SEMESTER - III

24PAFET3A03 - Entrepreneurial Development

Total Duration : 1 Hrs.30 Mins.

Total Marks : 40

Section B

Answer any **TEN** questions ($10 \times 2 = 20$ Marks)

1. What is an entrepreneurial mindset?
2. What do you mean by "Knock on Opportunity".
3. What is design thinking?
4. What is the role of customer discovery in the phase of a startup?
5. What is a value proposition?
6. List out any four key components of a business model.
7. What is intellectual property?
8. Define the ABC Plan in the context of a launch strategy.
9. What is principled planning for entrepreneurs?
10. What do you mean by the new business paradigm?
11. What is ideation in entrepreneurship?
12. What is a business concept statement?

Section C

Answer any **FOUR** questions ($4 \times 5 = 20$ Marks)

13. Describe the importance of customer feedback in the ideation process.
14. Justify the potential challenges and benefits of business growth.
15. Explain the stages involved in the design thinking methodology.
16. Describe the steps in creating a business concept statement and discuss its role in planning a successful business launch.
17. Analyze the importance of a structured team and legal entity formation for business growth.
18. Discuss the significance of self-assessment in developing an entrepreneurial mindset.
