



MID-WEST UNIVERSITY
SCHOOL OF MANAGEMENT (MUSOM)
(An Autonomous Institution)
MUSOM EXAMINATIONS SECTION
FINAL EXAMINATION-2024 (2080)
BACHELOR OF BUSINESS ADMINISTRATION (BBA)
SEMESTER – IV

Subject: Fundamentals of Entrepreneurship
Full Marks: 100

Course Code: MGT 443
Time: 3 Hrs.

Exam Roll No.:

Section A: Multiple Choice Questions (1×15 = 15 Marks)

Time: 15 Minutes

Tick (✓) the correct answers

1. An entrepreneur who introduces new ideas, and methods of production and discovers a new market is called _____.
 - a. technical entrepreneur
 - b. innovative entrepreneur
 - c. scalable entrepreneur
 - d. social entrepreneur
2. Which of the following are the main non-economic factors?
 - a. Social factors
 - b. Personality factors
 - c. Psychological factors
 - d. All of the above
3. Which one of the following theories has the attribute of moderate risk-taking as a function of skill, not chance?
 - a. Need for independence
 - b. Need for achievement
 - c. Need for affiliation
 - d. Need for authority
4. Which of the following is the highest-order need in Maslow's hierarchy of needs?
 - a. Physiological needs
 - b. Safety needs
 - c. Self-actualization
 - d. Esteem needs
5. This theory of entrepreneurship includes characteristics like a need for high achievement, a vision or foresight, ability to face opposition.
 - a. Sociological theory
 - b. Psychological theory
 - c. Innovation theory
 - d. Motivation theory
6. Which of the following is not the broad categories of external forces?
 - a. Economic forces
 - b. Socioeconomic forces
 - c. Technological forces
 - d. Competitive forces
7. Select the internal force of motivation from the following.
 - a. Become independent.
 - b. Assistance and backing from the government.
 - c. Accessibility of both human labor and raw materials.
 - d. Encouragement from major business organizations.
8. In the context of product development, an opportunity is _____.
 - a. financial revenue for a product
 - b. market for a new product
 - c. an idea for a new product
 - d. none of the above

9. The opportunities that are related to the use of the available resources without making any changes are known as _____.
- a. additive opportunity
 - b. complementary opportunity
 - c. breakthrough opportunity
 - d. technical opportunity
10. Which of the following characteristics of the business environment explains that it is very difficult to know the exact influence of a particular factor on the entity?
- a. Complex
 - b. Dynamic
 - c. Multi-Faceted
 - d. Far-reaching impact
11. What are the 5Cs an investor is looking into in an entrepreneurial venture while evaluating the business plan?
- a. Capital, Capacity, Collateral, Character, Complexity
 - b. Capital, Capacity, Collateral, Character, Conditions
 - c. Capital, Complexity, Collateral, Character, Conditions
 - d. Capital, Capacity, Complexity, Character, Conditions
12. Full form of MOA and AOA are:
- a. Management of association and articles of association.
 - b. Management of association and actions of association
 - c. Memorandum of association and actions of association
 - d. Memorandum of association and articles of association
13. Which of the following is the reason for the rejection of the company name by the office of the company registrar?
- a. The proposed name resembles the name of an already existing company.
 - b. Offensive to the public.
 - c. The name has been approved but remains unregistered for more than 35 days.
 - d. All of the above
14. All definitions of Corporate Social Responsibility recognize that:
- a. companies have a responsibility for their impact on society and the environment.
 - b. the natural environment should be the main focus of CSR activities.
 - c. business ethics is a complex issue.
 - d. companies must pay equal attention to business ethics and sustainability.
15. Which of the following dimensions of corporate social responsibility focuses on reducing fuel consumption?
- a. Environmental
 - b. Ethical
 - c. Philanthropic
 - d. Economic





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You are required to answer in your own words as far as applicable. The figures in the margin indicate the full marks.

Section – B: Short Answer Questions

(8 × 5 = 40 Marks)

Answer any eight questions:

1. How can entrepreneurial education help to develop an entrepreneurial culture? [5]
2. Define achievement motivation. How can one develop achievement motivation? [1+4]
3. Discuss the process of entrepreneurial motivation. [5]
4. "If you are failing to plan, you are planning to fail." Explain this Tariq Siddique statement. [5]
5. What is the process of company registration in Nepal? [5]
6. Define corporate citizenship. Write down the different stages of corporate citizenship with a brief description. [1+4]
7. Define company. List down the different types of companies in Nepal. [1+4]
8. "The success of an entrepreneur depends on his suitability of the enterprise". Elaborate this statement. [5]
9. How can we make business corporations socially responsible? [5]
10. Write short notes on the following (Any Two) [2.5+2.5]
 - a. Patent
 - b. Self-efficacy
 - c. Intrapreneurship

Section – C: Long Answer Questions

(3 × 10 = 30 Marks)

Answer any three questions:

11. Define entrepreneur. List down the characteristics required to be a successful entrepreneur. [2+8]
12. Discuss with relevant examples the different types of entrepreneurship. [10]
13. "A business, which continually remains passive to the relevant changes in the environment, is destined to gradually fade away in oblivion". Explain this statement focusing on characteristics of the business environment. [5+5]
14. Discuss the various support system available to micro small medium enterprises (MSME) in Nepal. [10]
15. Define corporate social responsibility. What is a corporate social responsibility - philanthropic approach or just a business strategy? [2+8]

Section – D: Case Study

(15 Marks)

16. Read the following case and answer the questions following it.

Kothari Silk

Women entrepreneurs have tremendous potential to empower and transform society, thus synthesizing social progress and economic development. Jaishree's dynamic and adaptive team generates 20 to 25 samples every day and churns out 2 to 3 catalogues every month, each

catalogue having 12 to 18 designs. They claim that none of their designs are ever repeated. At any given time 6 to 7 teams are working on separate mandates. Each such team comprises of sketchers, punchers and fashion designers. The sketcher puts the ideas on paper, the puncher converts the image on paper into electronic format on the computer and the designer then assembles all the creative ideas on the computer into a coherent design for printing. All this work is related to just one product, dress material, basically for Punjabi suits. In market parlance, it is known as SKD (salwar kameez dupatta set).

Women are now proving to the world that their role in society is no longer limited to that of a consumer but they can also play a major role as an enabler to bring those products and services to the consumer, which has been very ably proved by Jaishree's design studio, a part of Kothari Silk Mills. Increased opportunities for women have provided them with skills which have resulted in more opportunities to pursue economic independence. Entrepreneurship match between the entrepreneur's time span of comfort and the time span demands of the Endeavour will contribute to the potential success or failure of the Endeavour, as well as indicate when measures of success should be taken in entrepreneurship with a clear vision. Entrepreneurs, strategies of industrialization often depend upon the emergence & development of entrepreneurial skills and an appropriate environment.

Questions:

- a. Why is Jaishree a woman entrepreneur? [5]
- b. What will be the reasons behind the entrepreneurial development in the case of the present study? [5]
- c. Suppose you are a women entrepreneur, explain the role played by you for economic development. [5]

