



Reg. No.: .....

Name: .....

W6963

**University of Kerala**

Third Semester FYUGP Degree Examination, November 2025

Discipline Specific Core Course

**COMMERCE**

**UK3DSCCOM202 - Entrepreneurship Development**

Academic Level: 200-299

2024 Admission

**Time: 2 Hours(120 Mins)**

**Max. Marks: 56**

**Part A.6 Marks:Time 5 Minutes.(Cognitive Level :Remember(RE)/Understand(UN)) Objective Type.1 mark each, Answer all questions**

Qn No.	Question	CL	CO
1	EDP stands for:  Options : A)Entrepreneurial Development Programmes B)Entrepreneurial Decision Process C)Entrepreneurial Data Planning D)Entrepreneurial Design Projects	RE	1
2	Intrapreneur refers to  Options : A)An entrepreneur within a company B)A government official C)A retired businessman D)A bank manager	RE	1
3	Which type of social support helps an entrepreneur gain confidence and motivation?  Options : A)Emotional support B)Legal support C)Technical support D)Marketing support	UN	4
4	Which among the following finance option helps the small scale business entrepreneurs to buy fixed assets by making initial large lump sum payment?  Options : A)Hire purchase Financing B)Venture capital Financing C)Angel investments D)Equity Financing	UN	5
5	Name the institution that assists entrepreneurs in preparing project reports.	UN	3

Qn No.	Question	CL	CO
	Options : A)RBI B)SISI C) LIC D) TR		
6	Which of the following statements correctly explains the New Industrial Policy of 1991?  Options : A)It aimed at strengthening the License Raj system. B)It promoted liberalization and reduced government control. C)It restricted foreign investment in Indian industries. D)It nationalized all private enterprises.	UN	2

**Part B.10 Marks.Time:20 Minutes (Cognitive Level:Understand(UN)/Apply(AP))Two-three sentences.2 marks each.Answer all questions**

Qn No.	Question	CL	CO
7	Explain primary role of an incubator in the entrepreneurship support system.	UN	4
8	Illustrate with an example ,any one marketing strategy used in a project report.	UN	2
9	Illustrate how a business plan assist in planning business operations.	AP	3
10	Apply the idea of opportunity sensing to a local business with an example.	AP	3
11	What is the role of “idea generation” in the entrepreneurial process?	AP	4

**Part C.16 Marks.Time:35 Minutes.(Cognitive Level :Apply(AP)/Analyse(AN))Short Answer.4 marks each, Answer all 4 questions,choosing among options \* within each question**

Qn No.	Question	CL	CO
12	A)  Apply the concept of technopreneurship to illustrate how technology-driven startups can transform traditional business models.  OR B)  Design a brief outline for the Market Feasibility section of a business plan for a new local food delivery service, specifying four key data points an entrepreneur would need to collect to assess viability.	AP	1, 3

Qn No.	Question	CL	CO
13	<p>A) You are evaluating the feasibility of launching a new product line for your existing business. What steps would you take to conduct a feasibility study?</p> <p>OR</p> <p>B) Explain how FICCI can promote MSMEs .</p>	AP	2, 4
14	<p>A) Compare the significance of marketing and technological support in small business development.</p> <p>OR</p> <p>B) Analyse the significance of the New Industrial Policy, 1991 in liberalising the Indian economy.</p>	AN	2, 2
15	<p>A) Differentiate between training and post training phases of EDP</p> <p>OR</p> <p>B) Evaluate the role of trade and industry associations in strengthening the entrepreneurship ecosystem.</p>	AN	3, 5

**Part D.24 Marks.Time: 60 Minutes.(Cognitive Level :Analyse(AN)/Evaluate(EV)/Create(CR)) Long Answer 6 Marks each.Answer all 4 questions choosing among options \* within each question**

Qn No.	Question	CL	CO
16	<p>A) Identify and explain about the different sources of short term financing to be used for the working capital requirements of enterprises.</p> <p>OR</p> <p>B) Analyze the phases of EDP.</p>	AN	5, 2
17	<p>A) Critically assess the impact of EDPs on the economic development of rural India.</p> <p>OR</p> <p>B)</p>	EV	3, 4

Qn No.	Question	CL	CO
	Evaluate the effectiveness of incubation centres in supporting startups.		
18	<p>A) Evaluate the importance of preparing a business plan in the entrepreneurial process. Explain why it is considered a “road map” for entrepreneurs.</p> <p>OR</p> <p>B) Evaluate the impact of Chamber of commerce on export promotion for MSMEs.</p>	EV	4, 4
19	<p>A) Design a startup plan for an online handmade crafts store, highlighting innovative features.</p> <p>OR</p> <p>B) Create a business plan for a digital learning platform targeting rural students.</p>	CR	5, 4