C. Answer ***any five*** of the following questions. (5 × 5 = 25)

1. Explain the meaning and importance of entrepreneurship.
2. Explain entrepreneurship as a creative response to social problems.
3. Discuss the determinants of entrepreneurship.
4. Explain the various sources of business ideas with examples.
5. Explain the contents of a business plan/project proposal.
6. Discuss designing business processes, location, layout, and operations planning.
7. Define start-ups and explain their types and components
8. Discuss effective marketing techniques for start-ups

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2026

(FYUGP)

(4th Semester)

SEC

Paper Code : SEC 3

(Entrepreneurship and Startup Business)

Full Marks : 37.5

Pass Marks : 40%

Time: 2 Hours

The figures in the margin indicate full marks for the questions.

A. Choose the correct answer. (15 × ½ = 7 ½)

1. Entrepreneurship involves:
   a) Routine job work b) Innovation and risk-taking
   c) Only financial planning d) Government control

2. Which is not an element of entrepreneurship?
   a) Innovation b) Risk-taking
   c) Laziness d) Vision

3. Creative behaviour helps entrepreneurs to:
   a) Copy others b) Solve problems innovatively
   c) Avoid work d) Reduce production

4. Which is a determinant of entrepreneurship?
   a) Economic factors b) Social factors
   c) Psychological factors d) All of the above

5. Business ideas can originate from:
   a) Market needs b) Technology
   c) Consumer problems d) All of the above

6. Feasibility analysis helps to:
   a) Increase cost b) Check viability
   c) Reduce planning d) Avoid risk

7. A business plan is:
   a) A legal document only b) A roadmap for business
   c) A tax report d) None of the above

8. Layout refers to:
   a) Financial plan b) Physical arrangement
   c) Marketing plan d) Staffing

9. Internal source of finance includes:
   a) Bank loan b) Retained earnings
   c) Venture capital d) Government grants

10. Start-up refers to:
   a) Old business b) New innovative business
   c) Government firm d) Non-profit only

11. Viral marketing mainly uses:
   a) Newspapers b) Social Media
   c) Radio d) Posters

(Continued)

12. Angel investors are:
   a) Government officers b) Individual investors
   c) Bank managers d) Employees

13. Crowd funding means:
   a) Bank loan
   b) Raising funds from many people
   c) Borrowing from friends
   d) Government aid

14. Financial planning is important to:
   a) Waste money
   b) Ensure proper fund management
   c) Avoid profit
   d) Reduce control

15. Digital marketing includes:
   a) Online promotion b) Print media
   c) Door-to-door selling d) None

B. Write short notes on ***any five*** of the following. (5 × 1 = 5)
1. Meaning of Entrepreneurship
2. Importance of Creative Behaviour
3. Sources of Business Ideas
4. Business Plan
5. Determinants of Entrepreneurship
6. Start-ups
7. Sources of Finance
8. Digital Marketing

(Turn Over)