**ST. JOSEPH’S COLLEGE (AUTONOMOUS), BENGALURU -27**

Registration Number:

Date & Session: 9-12-2022 (9am)

**B. Com/BPS – V SEMESTER**

**SEMESTER EXAMINATION: OCTOBER 2022**

**(Examination conducted in December 2022)**

**BC5418/ BPS5418: Entrepreneurial Development**

**Time: 2 ½ Hours Max Marks: 70**

**This paper contains TWO printed pages and FOUR parts**

**PART-A**

1. Answer any **FIVE** questions. Each question carries 2 marks. **(2x5 = 10)**
2. Name the four different types of personalities according to Hagen’s withdrawal of status theory.
3. State Two functions of KVIC.
4. What is the importance of MSME’s?
5. What is new venture management?
6. What is meant by feasibility?
7. Expand a) SIDBI b) IFCI

**PART- B**

1. Answer any **THREE** questions. Each question carries 5 marks. **(3X5=15)**
2. What are Pros and Cons of being an entrepreneur
3. Explain the importance of Business Plan.
4. What are the legal considerations for forming a SSI?
5. What is the role of MSME/SSI towards economic development?

**PART- C**

1. Answer any **TWO** questions. Each question carries 15 marks. **(2x15=30)**

11.a) Explain the various Business Models. (10 marks)

b) Write a note on the Role of Industrial Estates. (5 marks)

1. Who is an entrepreneur? Explain the various types of Entrepreneurs?

1. A) Explain the various sources of Financing a venture. (7)

B) Write a detailed Note on AWAKE. (8)

**PART- D**

1. Answer the following **compulsory** question carrying 15 marks. **(1x15=15)**
2. The founders wanted to create a lifestyle brand, which would bring fashionable audio products and accessories to the millennials. BOAT is the brainchild of this idea. The company began its journey as a cable manufacturer and seller, which had rapidly expanded its categories to serve over 800,000 customers, as reported in 2020. Boat started as a bootstrapped startup with a capital of around Rs 30 lakhs that came from the founders. The BOAT is an Indian company that markets audio-focused electronic gadgets like wireless speakers, earbuds (Air dopes), wired and wireless headphones and earphones, home audio equipment, premium rugged cables, and a selection of other technological accessories.

The founders implemented their research on the products and made the products affordable, durable, and fashionable. BOAT focuses on building a customer-brand relationship where it considers the buyers as a member of the BOAT’S family. the company create a considerable consumer base and become a billion-dollar company in India with smart pricing and attractive looks. BOAT now claims of selling four products every passing minute.

1. Highlight the drivers that lead to the success of the company BOAT. (8 marks)
2. What are the Challenges that a Company like BOAT face? (7marks)