

Vidya Vikas Mandal's
Shree Damodar College of Commerce & Economics, Margao-Goa
FY B.Com, Semester-I, Semester End Examination (OA-38), November 2023
Innovation and Start-ups (COM-145, NEP-2020)

Duration: 1hrs

Max Marks: 20

Instructions:

- 1) Start each question on fresh page.
- 2) Figures to the right indicate maximum marks.
- 3) Questions no Q.1, Q2A, Q2B, Q3A, Q4A and Q5A are compulsory.
- 4) Q1 should be answered in approximately 25 words each.
- 5) Question no Q2 to Q5 should be answered in approximately 40 words each.

Q 1. Answer the following

(4x1=4mks)

- a. Define entrepreneurship.
- b. State any 2 economic and environmental factors influencing entrepreneurship.
- c. Discuss any one Entrepreneur.
- d. Describe theory Y Douglas McGregor.

Q2A. Describe Self-actualization needs.

(2mks)

Q2B. Explain the meaning of Growth and Scaling for an entrepreneur.

(2mks)

Q3A. Identify any 4 types of innovation in Joseph Schumpeter's theory of Innovation.

(2mks)

Q3B. Explain the importance of problem solving skills for an entrepreneur.

(2mks)

OR

Q3C. Explain the relevance of Opportunity recognition for an entrepreneur.

(2mks)

Q4A. Summarize any two levels of Maslow's hierarchy of needs.

(2mks)

Q4B. Explain Herzberg's hygiene factors.

(2mks)

OR

Q4C. Express Herzberg's motivating factors.

(2mks)

Q5A. As an entrepreneur explain any two barriers faced by you.

(2mks)

Q5B. What are the different ethics as an entrepreneur you will follow in business.

(2mks)

OR

Q5C. Discuss the various skills one should possess as an entrepreneur.

(2mks)