LOYOLA COLLEGE (AUTONOMOUS) CHENNAI – 600 034

B.Com. DEGREE EXAMINATION – **ACCOUNTING AND FINANCE**

FOURTH SEMESTER – **APRIL 2025**

UAF 4301 – ENTREPRENEURIAL DEVELOPMENT

Date: 30-04-2025 Dept. No. Max. : 100 Marks

Time: 09:00 AM - 12:00 PM

	SECTION A - K1 (CO1)
	Answer ALL the Questions **(10 x 1 = 10)**
1.	MCQ
a)	What quality involves the ability to bounce back from setbacks and failures? a. Procrastination b. Resilience c. Fear of failure d. Indecisiveness
b)	What does the term "innovation" mean in entrepreneurship? a. Stagnation b. Creativity and novelty c. Tradition d. Repetition
c)	What is a critical aspect of project identification related to understanding the market and customer needs? a. Resource allocation b. Market research c. Financial planning d. Team building
d)	Which of the following sentence is not a characteristic of entrepreneurship: a. Risk taking b. Innovation c. Creative activity d. Managerial training
e)	A new venture's business plan is important because _______. a. It helps to persuade others to commit funding to the venture. b. Can help demonstrate the viability of the venture. c. Provides a guide for business activities by defining objectives. d. All the above.
2.	**Match the following**
a)	Human Risk - caused by acts of nature.
b)	Economic Risk - moral choices and values.
c)	Natural Risk - caused by the actions of employees and customers.
d)	Culture - occur because of changes in business conditions
e)	Ethics - customs, beliefs, and social attitudes
	SECTION A - K2 (CO1)
	Answer ALL the Questions **(10 x 1 = 10)**
3.	**Fill in the blanks**
a)	_____________ are individuals who provide capital for startups at an early stage.
b)	_____________ refers to a business's ability to grow and handle increased demand efficiently.
c)	______________ allows entrepreneurs to raise small amounts of capital from many individuals online.
d)	_____________ is the capital needed for day-to-day business operations.
e)	_______________ are high-net-worth individuals who invest in early-stage startups.
4.	**Definitions**
a)	Social Entrepreneurship
b)	Digital Transformation
c)	Blue Sky Thinking
d)	Trade Secrets
e)	Incubators

SECTION B - K3 (CO2)	
Answer any TWO of the following in 100 words each.	**(2 x 10 = 20)**
5.	Analyze the role of business incubators in supporting startups.
6.	Explain the barriers faced by entrepreneurs.
7.	Compare Entrepreneur and Manager.
8.	Discuss the impact of digital transformation on entrepreneurial success.
SECTION C – K4 (CO3)	
Answer any TWO of the following in 100 words each.	**(2 x 10 = 20)**
9.	Examine the different sources of finance available for an entrepreneur.
10.	Analyse the steps involved in the identification of a business opportunity.
11.	Do you agree that a budding entrepreneur should wait and accumulate experience working for others before starting an entrepreneurial venture? Why or why not?
12.	Inspect the various factors affecting creativity and innovation in organisation with examples.
SECTION D – K5 (CO4)	
Answer any ONE of the following in 250 words	**(1 x 20 = 20)**
13.	Propose an innovative business idea and develop a strategic roadmap for its successful launch and growth.
14.	Case Study: FinTech Startup – EasyPay EasyPay is a FinTech startup that offers digital payment solutions for small businesses. The company provides an AI-driven expense tracker, seamless invoicing, and integration with multiple payment gateways. Initially bootstrapped, the startup faced funding challenges and later secured venture capital. Despite rapid customer growth, competition from established financial services and regulatory compliance remain key challenges. Despite its early success in acquiring small business clients, EasyPay struggles with fierce competition from established financial services, regulatory compliance issues, and maintaining customer trust. The company must decide its next strategic steps to sustain growth and profitability. Questions: a) What are the key financial challenges faced by EasyPay in its early stages? b) How can EasyPay differentiate itself from competitors in the FinTech industry? c) What strategies can EasyPay use to ensure regulatory compliance while scaling? d) Should EasyPay focus on customer acquisition or product development for long-term growth? Why?
SECTION E – K6 (CO5)	
Answer any ONE of the following in 250 words	**(1 x 20 = 20)**
15.	Critique the argument that entrepreneurs should establish trust with their stakeholders by modeling ethical behavior. Give some examples supporting your position.
16.	Illustrate the process to cultivate an entrepreneurial mindset with examples

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