

SRM VALLIAMMAI ENGINEERING COLLEGE

(An Autonomous Institution)

SRM Nagar, Kattankulathur – 603 203

DEPARTMENT OF MANAGEMENT STUDIES

QUESTION BANK

I SEMESTER

BA 3165 – ENTREPRENEURSHIP DEVELOPMENT

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UNIT – I -ENTREPRENEURIAL COMPETENCE

SYLLABUS: Entrepreneurship concept – Entrepreneurial Career Dos and Don'ts – Entrepreneurial Personality - Characteristics of Successful, Entrepreneur – Knowledge and Skills of Entrepreneur.

PART- A

S.N O	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1	Define Entrepreneurship.	Remembering	Level 1	CO1
2	Interpret the roles of an Intrapreneur in the development of business.	Understanding	Level 2	CO1
3	What are the characteristics of Entrepreneurship?	Remembering	Level 1	CO1
4	List down the need for awareness on entrepreneurial competency.	Remembering	Level 1	CO1
5	Compare the terms of entrepreneur and Intrapreneur.	Understanding	Level 2	CO1
6	List any five competencies needed by successful entrepreneurs.	Remembering	Level 1	CO1
7	List out the Characteristics of Entrepreneur.	Remembering	Level 1	CO1
8	Outline the responsibilities of a manager and contrast them with those of an entrepreneur.	Understanding	Level 2	CO1
9	List the do's and don'ts of Entrepreneurial Career.	Remembering	Level 1	CO1
10	Outline McClelland's Theory of Need Achievement with relevant examples.	Understanding	Level 2	CO1
11	Define the term 'Entrepreneurial Trait'.	Remembering	Level 1	CO1
12	List down the significance of social Entrepreneurship.	Remembering	Level 1	CO1
13	Recall the functions performed by the Entrepreneur.	Remembering	Level 1	CO1
14	Interpret the significance of entrepreneurs in driving economic growth.	Understanding	Level 2	CO1
15	Outline the leadership quality required for an Entrepreneur.	Understanding	Level 2	CO1
16	List down the skills required for an Entrepreneur.	Remembering	Level 1	CO1
17	Recall the successful entrepreneurs in India and World.	Remembering	Level 1	CO1
18	Interpret the essential need for business idea generation in entrepreneurship.	Understanding	Level 2	CO1
19	What are the skills required to become an entrepreneur?	Remembering	Level 1	CO1

20	Infer entrepreneurship as career choice.	Understanding	Level 2	CO1
21	Outline the significance of risk-taking ability in the entrepreneurial process.	Understanding	Level 2	CO1
22	What is Intrapreneurship?	Remembering	Level 1	CO1
23	Why the entrepreneurial culture is more important to business startups?	Remembering	Level 1	CO1
24	Define the term Entrepreneurial career process.	Remembering	Level 1	CO1
25	Outline the critical business knowledge needed for successful entrepreneurship.	Understanding	Level 2	CO1
26	Define Entrepreneurial Personality.	Remembering	Level 1	CO1

PART – B				
S. NO	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1	Apply the concepts of meaning, nature, scope, and importance of entrepreneurship development to analyze the success of a startup business.	Applying	Level 4	CO1
2	Analyze the relative impact of different factors that favor entrepreneurship in the context of a developing economy.	Analyzing	Level 4	CO1
3	Identify the skills required by the Entrepreneur to run his business successfully.	Applying	Level 3	CO1
4	Analyze the contribution of entrepreneurs to economic development across different sectors with examples. (8)	Analyzing	Level 4	CO1
	Analyze various types of entrepreneurs and determine which type is most suitable for different business models with justification. (8)			
5	Showcase the entrepreneurship evolving as a career.	Analyzing	Level 4	CO1
6	Apply the concept of entrepreneurial development to evaluate its impact on economic and social development in India.	Applying	Level 3	CO1
7	(i) Apply your knowledge of entrepreneurial barriers to identify real-world challenges faced by startups in India. (8)	Applying	Level 3	CO1
	(ii) Apply the promotional functions of entrepreneurs to explain how a startup can move from idea to execution.(8)			
8	Examine the state government policies to promote entrepreneurship.	Applying	Level 3	CO1
9.	Interpret the entrepreneur skill towards technology.	Applying	Level 3	CO1
10	Illustrate the major roles performed by the Entrepreneur.	Applying	Level 3	CO1
11	Differentiate among Entrepreneurs, Intrapreneurs and Managers.	Analyzing	Level 4	CO1

12	Analytically discuss Schumpeter's theory of innovation as the base for Entrepreneurship.	Analyzing	Level 4	CO1
13	Apply the phases of an entrepreneurial career to illustrate the journey of a successful entrepreneur.	Applying	Level 3	CO1
14	Integrate the characteristics, knowledge and skills that an entrepreneur should possess with examples in the contemporary business landscape.	Analyzing	Level 4	CO1
15	Analyze how an entrepreneur carries out major commercial functions such as marketing, finance, and operations.	Analyzing	Level 4	CO1
16	Analyze the key phases in the evolution of entrepreneurship development in India and their socio-economic impact.	Analyzing	Level 4	CO1
17	Analyze the characteristics of entrepreneurial personality and explain how they influence business decision-making, with suitable examples.	Analyzing	Level 4	CO1

UNIT – II –ENTREPRENEURAL ENVIRONMENT

SYLLABUS: Environment - Role of Family and Society – Entrepreneurship Development Training and Other Support Organizational Services - Central and State Government Industrial Policies and Regulations - International Business.

PART- A

S.N O	QUESTION S	COMPETENCE	BT LEVEL	CO Level
1	Define Business Environment.	Remembering	Level 1	CO2
2	What is the role of SIDBI in promoting entrepreneurship?	Remembering	Level 1	CO2
3	Outline the contribution of social systems to entrepreneurial development.	Understanding	Level 2	CO2
4	List down the objectives of Entrepreneurial Training programs	Remembering	Level 1	CO2
5	Outline the key phases involved in an ED.	Understanding	Level 2	CO2
6	What is international business?	Remembering	Level 1	CO2
7	Compare the terms of International and domestic entrepreneurship.	Understanding	Level 2	CO2
8	"Tax holiday is a benefit given to entrepreneurs" – Justify.	Understanding	Level 2	CO2
9	Interpret the different forms of Government policies that encourages the entrepreneurship.	Understanding	Level 2	CO2
10	List down the subsidies provided by the Government for promoting entrepreneurship.	Remembering	Level 1	CO2
11	What are the challenges for international entrepreneurs?	Remembering	Level 1	CO2
12	Illustrate the benefits of incentives provided to budding entrepreneurs.	Understanding	Level 2	CO2
13	List down the needs for Entrepreneurship Development Programmes.	Remembering	Level 1	CO2

14	Outline the primary goals of the Industrial Policy.	Understanding	Level 2	CO2
15	Outline the roles of financial institutions.	Understanding	Level 2	CO2
16	Relate international business supports towards small entrepreneurs in India.	Understanding	Level 2	CO2
17	What is Apprentice training?	Remembering	Level 1	CO2
18	Recall the Central Government policies in promoting enterprises.	Remembering	Level 1	CO2
19	Outline the significances of training in developing entrepreneurs.	Understanding	Level 2	CO2
20	Recall the sources for Idea generation.	Remembering	Level 1	CO2
21	Infer the Advantages of International business.	Understanding	Level 2	CO2
22	Define Environment	Remembering	Level 1	CO2
23	Outline the core components of Entrepreneurship Development Programmes.	Understanding	Level 2	CO2
24	Explain the function of DIC.	Understanding	Level 2	CO2

PART - B

S. NO.	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1	Describe the environmental factors that facilitate Entrepreneurship development.	Analyzing	Level 4	CO2
2	Demonstrate the phases for entrepreneurship development.	Analyzing	Level 4	CO2
3	Identify the need and importance of EDP.	Applying	Level 3	CO2
4	Analyze the key components of Entrepreneurship Development training and explain how each contributes to entrepreneurial success.	Analyzing	Level 4	CO2
5	Apply the standard process for establishing an enterprise to outline a step-by-step guide for a startup.	Applying	Level 3	CO2
6	Analyse the impact of Entrepreneurship development of the State.	Analyzing	Level 4	CO2
7	Analyze the types of incentives provided by the government and their impact on the growth of entrepreneurial ventures.	Analyzing	Level 4	CO2
8	Identify the institutions that provide financial support to entrepreneurs	Applying	Level 3	CO2
9.	Apply your understanding of subsidies to explain how they support Entrepreneurial Development (ED) in real-world startup scenarios.	Applying	Level 3	CO2
10	Articulate the role of central government industrial policies and regulations to enable entrepreneurship.	Applying	Level 3	CO2

11	Explain the importance of international business to the firm.	Analyzing	Level 4	CO2
12	Compare the micro and macro environment that favours ED.	Analyzing	Level 4	CO2
13	Examine the main functions of Small Industries Development Bank of India (SIDBI)?	Analyzing	Level 4	CO2
14	Analyze the effectiveness of Industrial Policy 2023 in fostering startups.	Analyzing	Level 4	CO2
15	Apply the steps of the Entrepreneurial Development (ED) training process to design a basic training plan for first-time entrepreneurs.	Applying	Level 3	CO2
16	Extract the contribution of Government towards the development of Small-Scale Enterprises in India.	Analyzing	Level 4	CO2
17	Analyse the role of family in supporting Entrepreneurship	Analyzing	Level 4	CO2

UNIT – III –BUSINESS PLAN PREPARATION

SYLLABUS: Sources of Product for Business - Prefeasibility Study - Criteria for Selection of Product - Ownership - Capital - Budgeting Project Profile Preparation - Matching Entrepreneur with the Project – Fundamentals and components of a good feasibility plan - Project Profitability Analysis.

PART- A

S. No.	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1	What is a Business Plan?	Remembering	Level 1	CO3
2	Outline the main sources that lead to the development of a business.	Understanding	Level 2	CO3
3	Recall the techniques to generate product ideas.	Remembering	Level 1	CO3
4	Define prefeasibility study.	Remembering	Level 1	CO3
5	What is technical feasibility?	Remembering	Level 1	CO3
6	List the precautions to be observed when selecting the product.	Remembering	Level 1	CO3
7	Compare and contrast the feasibility study with the business plan	Understanding	Level 2	CO3
8	What are the features of Project Appraisal?	Remembering	Level 1	CO3
9	List down the need for capital budgeting in business.	Remembering	Level 1	CO3
10	Outline the key reasons why ownership matters in business.	Understanding	Level 2	CO3
11	List the projects in the business field.	Remembering	Level 1	CO3
12	What are the purposes for preparing the project profile?	Remembering	Level 1	CO3
13	What are the contents of project?	Remembering	Level 1	CO3
14	Explain the importance of financial projections in a business plan.	Understanding	Level 2	CO3

15	Interpret the essence of capital budgeting in preparing project report.	Understanding	Level 2	CO3
16	List the areas that are covered in the feasibility study.	Remembering	Level 1	CO3
17	What is meant by economic viability of the project?	Remembering	Level 1	CO3
18	Define the term product feasibility.	Remembering	Level 1	CO3
19	Recall the financial feasibility strategies for setting up a small business.	Remembering	Level 1	CO3
20	“Government policy influence the product selection” - Justify	Understanding	Level 2	CO3
21	List the need for feasibility study.	Remembering	Level 1	CO3
22	List the types of ownership structures	Remembering	Level 1	CO3
23	Define Capital.	Remembering	Level 1	CO3
24	Illustrate the criteria for selecting a project.	Understanding	Level 2	CO3
25	Define the term Project Profitability Analysis	Remembering	Level 1	CO3
26	Why the Project Profitability Analysis is very important to feasibility study?	Remembering	Level 1	CO3

PART – B

S. No.	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1	What are the sources of product ideas for business? Explain.	Analyzing	Level 4	CO3
2	(i) Explain the different methods of generating product ideas. (8)	Analyzing	Level 4	CO3
	(ii) Can you explain what is happening in idea generation process? (8)			
3	Identify the steps involved in prefeasibility study.	Applying	Level 3	CO3
4	Determine the factors for financial feasibility study.	Analyzing	Level 4	CO3
5	Examine the criteria used for selecting the product for business idea.	Analyzing	Level 4	CO3
6	Explain the components of the business plan	Analyzing	Level 4	CO3
7	Analyze the difference between pre-feasibility and feasibility study.	Analyzing	Level 4	CO3
8	Explain different types of ownership of business.	Analyzing	Level 4	CO3
9	Applying theory, explain the various	Applying	Level 3	CO3

10	Mention the steps involved in the preparation of project feasibility report. Examine the results of technical feasibility study.	Analyzing	Level 4	CO3
11	(i) Apply appropriate budgeting practices to assess the financial feasibility of a project proposal. (8) (ii) Apply suitable budgeting practices to evaluate the financial feasibility of a given project proposal.(8)	Applying	Level 3	CO3
12	Explain what factors you will take into consideration while adjudging the viability of your proposed project.	Analyzing	Level 4	CO3
13	Discover feasibility report preparation and evaluation.	Applying	Level 3	CO3
14	Analyze the capital budgeting techniques that are considered important for Entrepreneurs.	Analyzing	Level 4	CO3
15	Apply the features of a cooperative form of ownership to identify its suitability for small businesses.	Applying	Level 3	CO3
16	Apply the outcomes of an economic feasibility study to evaluate the viability of a proposed business idea.	Applying	Level 3	CO3
17	Apply the idea generation process to develop a basic business concept for a local startup	Applying	Level 3	CO3

UNIT – IV –LAUNCHING OF SMALL BUSINESS

SYLLABUS: Functional areas of business - Finance and Human Resource Mobilization Operations Planning - Market and Channel Selection –Product Launching – Incubation, Venture capital, IT startups. Agriprenurship Development.

PART- A

S. No.	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1	What is resource Mobilization?	Remembering	Level 1	CO4
2	What do you understand by operations planning?	Remembering	Level 1	CO4
3	Apply the levels at which capacity planning is done	Understanding	Level 2	CO4
4	List the objectives of capacity planning	Understanding	Level 2	CO4
5	How would you categorize the inventory of an enterprise?	Remembering	Level 1	CO4
6	Classify the channel members in the indirect distribution Channel	Understanding	Level 2	CO4
7	Identify the various sources of capital for business.	Understanding	Level 2	CO4
8	Outline the key features of a multi-channel distribution system.	Understanding	Level 2	CO4

9	Define the concept of an FMCG enterprise and list its key features.	Creating	Level 1	CO4
10	Create lease financing method as financial source for the entrepreneur.	Remembering	Level 1	CO4
11	Justify Agriprenueurship as an integral part of entrepreneurship development	Remembering	Level 1	CO4
12	Briefly explain about bill discounting facility given to the Entrepreneurs.	Understanding	Level 2	CO4
13	What is Venture Capital?	Remembering	Level 1	CO4
14	Define working capital Management.	Remembering	Level 1	CO4
15	How product launch is organized?	Understanding	Level 2	CO4
16	“Growth is an important phenomenon for every business” - Examine this statement.	Remembering	Level 1	CO4
17	Define the market penetration strategies followed by the Entrepreneur	Remembering	Level 1	CO4
18	Analytically view technology incubation parks as part of entrepreneurship planning.	Remembering	Level 1	CO4
19	Differentiate between entrepreneur and professional manager.	Understanding	Level 2	CO4
20	Debate the pros and cons of Government policies for small scale enterprises.	Understanding	Level 2	CO4
21	List Importance of Venture Capital.	Understanding	Level 2	CO4
22	Identify the steps in operations planning.	Understanding	Level 2	CO4
23	Briefly explain the importance of Human Resource in launching a new business.	Understanding	Level 2	CO4
24	Selectively explain the role of Financial Institutions in Business development.	Understanding	Level 2	CO4

PART – B

S. No.	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1	Analyze various financing strategies and evaluate their suitability for different enterprise stages.	Analyzing	Level 4	CO4

2	Analyze various sources of entrepreneurial finance and evaluate their suitability based on business type, size, and risk.		Analyzing	Level 4	CO4
3	Demonstrate the employee selection process in an SSI using a real-world recruitment example.		Applying	Level 3	CO4
4	(i) Analyze the operational functions of HRM	(8)	Analyzing	Level 4	CO4
	(ii) Examine the features of venture capital.				
5	(i) Explain market & channel selection in relation to a small Business.	(8)	Applying	Level 3	CO4
	(ii) Discuss about Incubation.				
6	Analyze the internal and external factors affecting entrepreneurial firm growth and examine how they interact to impact long-term scalability.		Analyzing	Level 4	CO4
7	Demonstrate how product and company characteristics guide the selection of a distribution channel for a specific business scenario.		Applying	Level 3	CO4
8	Apply the selection steps used in small-scale industries to a sample recruitment scenario.		Applying	Level 3	CO4
9	Choose examples to explain the international growth strategies that enterprises adopt.		Applying	Level 3	CO4
10	What conclusions can you draw about the different types of external growth strategies?		Understanding	Level 2	CO4
11	Analyze the key services provided by business incubators and examine how these services impact startup success and sustainability		Analyzing	Level 4	CO4
12	Differentiate between Entrepreneur and Intrapreneur.		Analyzing	Level 4	CO4
13	Examine the importance of venture capital in small business.		Analyzing	Level 4	CO4
14	Analyze different growth strategies for small businesses and explain how they contribute to business expansion.		Analyzing	Level 4	CO4
15	Identify and explain the factors relating to consumers and middle men while selecting the marketing channel.		Applying	Level 3	CO4
16	Apply the conceptual process of an enterprise to outline how a new venture is formed from idea to execution.		Applying	Level 3	CO4
17	Determine what is rural entrepreneurship.		Analyzing	Level 4	CO4

UNIT – V –MANAGEMENT OF SMALL BUSINESS

SYLLABUS: Monitoring and Evaluation of Business - Preventing Sickness and Rehabilitation of Business Units – Success factors for small business.

PART- A

S. No.	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1	Define the term small business.	Remembering	Level 1	CO5
2	Briefly explain about cottage industries.	Understanding	Level 2	CO5
3	Sketch the logical framework for small business.	Understanding	Level 2	CO5
4	What inference can you make about technology obsolescence?	Remembering	Level 1	CO5
5	Analyse the inadequacy in accessing credit as a major problem in small business.	Analyzing	Level 4	CO5
6	Many small businesses have perished because of their inability to sell what they have produced – Explain	Understanding	Level 2	CO5
7	Define Sickness with reference to small business.	Remembering	Level 1	CO5
8	Outline the early warning signals of sickness in industrial units.	Understanding	Level 2	CO5
9	List the consequence of Industrial Sickness.	Understanding	Level 2	CO5
10	Poor infrastructure is another major problem faced by small industries – Explain.	Understanding	Level 2	CO5
11	Recovery of receivables calls for effective management of small business – Discuss.	Understanding	Level 2	CO5
12	Proper inventory control is essential for effective management of business- Justify.	Understanding	Level 2	CO5
13	How would you show that small business units become sick because of external reasons?	Remembering	Level 1	CO5
14	Briefly explain the need for revival of sick business units.	Understanding	Level 2	CO5
15	Identify the need for a technical appraisal in a viability Study.	Understanding	Level 2	CO5
16	Briefly examine the content of commercial appraisal in the viability study for rehabilitation proposal.	Understanding	Level 2	CO5
17	Outline the key indicators and root causes of small enterprise failure.	Understanding	Level 2	CO5

18	Illustrate the two vital measures to prevent sickness in small business.	Understanding	Level 2	CO5
19	What are the success factors for small business?	Remembering	Level 1	CO5
20	Write a short note on board for industrial & financial Reconstruction?	Remembering	Level 1	CO5
21	What are the success factors for small businesses?	Remembering	Level 1	CO5
22	How do you monitor a business?	Understanding	Level 2	CO5
23	Evaluate the advantages of cottage industry.	Remembering	Level 1	CO5
24	Discuss the significance of SBU	Remembering	Level 1	CO5

PART – B

S. No	QUESTIONS	COMPETENCE	BT LEVEL	CO LEVEL
1.	Requires comparing and breaking down characteristics.	Analyzing	Level 4	CO5
2.	Identify the tools used in monitoring and evaluating the small-scale business.	Applying	Level 3	CO5
3.	Explain the problems faced by small business units.	Understanding	Level 2	CO5
4.	Elaborate on the ways of effective management of small business.	Applying	Level 3	CO5
5.	Investigate the different stages industrial sickness with suitable examples.	Analyzing	Level 4	CO5
6.	Analyze the features, advantages, and disadvantages of Partnership and Joint Hindu Family Business to compare their effectiveness in different business situations.	Analyzing	Level 4	CO5
7.	Explain the guidelines of RBI for managing the problems of industrial sickness.	Applying	Level 3	CO5
8.	Examine the remedial measures to overcome Industrial sickness.	Analyzing	Level 4	CO5
9.	What is financial appraisal and why it assumes importance in the rehabilitation proposal of sick units?	Remembering	Level 1	CO5
10.	Explain the viability study for rehabilitation of sick.	Understanding	Level 2	CO5
11.	Analyze ways of rehabilitation of sick business units.	Analyzing	Level 4	CO5
12.	What are the new guidelines given for rehabilitation of sick units?	Remembering	Level 1	CO5
13.	What kind of relief and concessions relating to cash issues is given for rehabilitating sick units.	Remembering	Level 1	CO5

14.	Apply the concepts of Licensing, Franchising, and Leasing to suggest appropriate models for different types of small businesses.	Applying	Level 3	CO5
15.	Apply your understanding of external causes of sickness to identify risk factors affecting small business performance in the current economic environment.	Applying	Level 3	CO5
16.	Apply RBI's rehabilitation measures to explain how entrepreneurs can revive sick business units.	Applying	Level 3	CO5
17.	Analyze the need for revival of sick business units and examine its impact on stakeholders and economic sustainability.	Analyzing	Level 4	CO5