GL BAJAJ
Institute of Management & Research
Greater Noida

FIND YOUR SPARK

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2023-25)
END TERM EXAMINATION (TERM -V)

Subject Name: Entrepreneurship	Time: **02.00 hrs**
Sub. Code: PG 51	Max Marks: **40**

Note: All questions are compulsory. Section A carries 12 marks: 6 questions of 2 marks each, Section B carries 18 marks having 3 questions (with internal choice question in each) of 6 marks each and Section C carries 10 marks one Case Study having 2 questions of 5 marks each.

<table>
<tr><td colspan="3" align="center">SECTION - A</td></tr>
<tr><td colspan="3">Attempt all questions. All questions are compulsory.　　　　2×6 = 12 Marks</td></tr>
<tr><td align="center">Questions</td><td>CO</td><td>Bloom's Level</td></tr>
<tr>
<td>
Q. 1: (A). What are the key stages in the entrepreneurial process?
Q. 1: (B). How do incubators and accelerators contribute to the entrepreneurship ecosystem in India?
Q. 1: (C). What is the difference between opportunity recognition and opportunity exploitation in entrepreneurship?
Q. 1: (D). Why is creativity important for entrepreneurship? Provide one real-world example.
Q. 1: (E). How does brainstorming help in idea generation? Mention one advantage of using this tool.
Q. 1: (F). What are two key factors entrepreneurs should consider while analyzing a business opportunity?
</td>
<td>CO 1

CO 2</td>
<td>L 3

L3</td>
</tr>
<tr><td colspan="3" align="center">SECTION – B</td></tr>
<tr><td colspan="3">All questions are compulsory (Each question has an internal choice. Attempt anyone (either A or B) from the internal choice)　　　　6 x 3 = 18 Marks</td></tr>
<tr><td align="center">Questions</td><td>CO</td><td>Bloom's Level</td></tr>
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<td>
Q. 2: (A). Why is creating a business plan essential for a startup? Explain with an example how it helps in securing funding and managing business operations effectively.
Or
Q. 2: (B). Discuss the significance of a well-structured organizational plan in a startup. How does it contribute to the overall success of the business?
</td>
<td>CO 3</td>
<td>L 6</td>
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Q. 3: (A). Compare venture capital and crowdfunding as funding options for startups. Which one would be more suitable for a tech-based startup and why?
<div align="center">Or</div>
Q. 3: (B). Explain three key risk factors entrepreneurs face while forming and registering a new business. How can they mitigate these risks?
</td>
<td>CO 3</td>
<td>L 6</td>
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Q. 4: (A). Discuss three key strategies an entrepreneur can adopt to scale up a business while ensuring long-term sustainability.
<div align="center">Or</div>
Q. 4: (B). What are the key pitfalls entrepreneurs should avoid during the growth phase of their venture? Suggest ways to overcome them.
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<td>CO 4</td>
<td>L 6</td>
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SECTION - C

Read the case and answer the questions   **5×02 = 10 Marks**

Questions	CO	Bloom's Level
Q. 5: Case Study: The **Mehra Group**, a third-generation family business in textile manufacturing, has been a trusted name in premium fabrics for over 50 years. However, with increasing competition and shifting consumer preferences, the younger generation—Amit and Riya Mehra—saw an opportunity to transform the business. Instead of relying solely on traditional distribution channels, they launched **WeaveConnect**, an online platform connecting local weavers directly with global buyers. By leveraging technology, they improved supply chain efficiency, provided artisans with fair pricing, and expanded their customer base beyond India. However, challenges emerged—convincing the older generation to adopt digital solutions, managing operational risks, and ensuring long-term sustainability while maintaining the family legacy. Now, as WeaveConnect gains traction, Amit and Riya must decide on the next steps: Should they seek external investors for expansion or keep the business family-controlled? How can they balance innovation with traditional business values? Questions: **Q. 5: (A).** What are the key challenges family businesses face when transitioning into a tech-driven platform model? Suggest possible solutions. **Q. 5: (B).** How can entrepreneurship within family businesses drive innovation while preserving legacy? Discuss regarding WeaveConnect.	CO 5	L 3

Kindly fill the total marks allocated to each CO's in the table below:

COs	Question No.	Marks Allocated
CO1	1a-1c	6
CO2	1d-1f	6
CO3	2a &b, 3a&b	12
CO4	4a&b	6
CO5	5a & 5b	10
CO6		

(Please ensure the conformity of the CO-wise marks allocation as per your TLEP.)

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering
L2= Understanding
L3= Apply
L4= Analyze
L5= Evaluate
L6= Create