

Model Question Paper

Fifth Semester BE Degree Examination

Entrepreneurship, Management & Finance

Time: 3 Hours(180 Minutes)

Max. Marks: 100

Note: 1. Answer any FIVE full questions, choosing ONE full question from each module.

2. M: Marks, L: RBT (Revised Bloom's Taxonomy) level, C: Course outcomes.

Module -1			M	L	C
Q1	a.	Explain the term 'Entrepreneur' and the competencies required in the modern era.	10	L2	CO1
	b.	Explain in detail the factors that influence entrepreneurship.	10	L2	CO1
OR					
Q2	a.	Summarize the concept of Entrepreneurship & explain its barriers.	10	L2	CO1
	b.	Classify & explain the various skills required for an entrepreneur.	10	L2	CO1
Module- 2					
Q3	a.	Explain the process or phases of creativity.	10	L2	CO2
	b.	Differentiate between New Ventures and Franchising with practical examples in any Industry.	10	L2	CO2
OR					
Q4	a.	Compare & Contrast Imagination & Creativity. How are they important for Entrepreneurship?	10	L2	CO2
	b.	Explain the pathways to new ventures.	10	L2	CO2
Module – 3					
Q5	a.	Explain Management & bring out its objectives.	10	L2	CO3
	b.	Outline the nature & importance of management in modern organizations.	10	L2	CO3
OR					
Q6	a.	Summarize the scope of Management	10	L2	CO3
	b.	Illustrate the levels of management and their working in an organization.	10	L2	CO3
Module – 4					
Q7	a.	Assume that you are appointed as the manager of a newly opened retail store in your city. The store is facing challenges such as poor footfall, untrained staff, and limited marketing activities. The owner expects you to make the store profitable within six months. Apply the principles of planning to develop a strategy that can help the store improve.	10	L3	CO4
	b.	A university is planning to host a national-level cultural fest involving competitions, celebrity performances, food stalls, and student workshops. Currently, all responsibilities are being handled by a small group of students, leading to delays and mismanagement. Apply the principles of organising to distribute tasks and responsibilities among different committees so that the event can be conducted smoothly and successfully.	10	L3	CO4
OR					
Q8	a.	A new IT company has received several large projects, but it is struggling because there are not enough skilled programmers and project managers. The	10	L3	CO4

		current employees are overworked, and deadlines are being missed. Apply the principles of staffing to recruit, train, and retain the right employees so that the company can deliver projects on time and reduce employee burnout.			
	b.	A manufacturing company finds that the defect rate in its products has increased, leading to customer complaints and returns. The management wants to improve quality without significantly increasing costs. Apply the steps of controlling to identify the cause of product defects, take corrective measures, and ensure consistent product quality.	10	L3	CO4
Module – 5					
Q9	a.	Ravi has recently started working and wants to invest his monthly savings. Apply the concept of the risk–return tradeoff, helping Ravi in designing a suitable investment plan that balances safety and growth in line with his financial goals.	10	L3	CO5
	b.	A small bakery sells cupcakes for ₹50 each. The variable cost per cupcake is ₹30, and fixed costs are ₹40,000 per month. The owner forecasts sales of 2,600 cupcakes next month. Apply break-even analysis and find the break-even point (units and sales value). Illustrate it through a graph.	10	L3	CO5
OR					
Q10	a.	An Indian IT company based in Bengaluru is planning to expand its cloud and AI services to compete with global players. The company is struggling with rising employee costs, foreign currency exposure, and the need for continuous innovation. Apply the emerging roles of a finance manager to help the company secure funding, control costs, and create value in the highly competitive Indian IT sector.	10	L3	CO5
	b.	A garment shop sells designer shirts at ₹1,000 each. The variable cost per shirt is ₹600, and the fixed costs of running the shop (rent, salaries, utilities) amount to ₹2,00,000 per month. The shop forecasts sales of 700 shirts next month. Apply the concepts of CVP Analysis and compute the Margin of Safety, P/V Ratio & BEP Value.	10	L3	CO5