



UNIVERSITY OF THE PUNJAB

Fifth Semester – 2019

Examination: B.S. 4 Years Program

Roll No. in Fig.

Roll No. in Words.

PAPER: Entrepreneurship (Commerce)
Course Code: COMM-302 Part-I (Compulsory)

MAX. TIME: 15 Min.
MAX. MARKS: 10

Signature of Supdt.:

Attempt this Paper on this Question Sheet only.

Please encircle the correct option. Division of marks is given in front of each question.

This Paper will be collected back after expiry of time limit mentioned above.

Q.1. Encircle the right answer, cutting and overwriting is not allowed. (1x10=10)

1. Creativity process may be better explained by the sequence:
 - a) Incubation, insight and evaluation
 - b) Evaluation, insight and incubation
 - c) Incubation, evaluation and insight
 - d) Evaluation, incubation and insight
2. Statement of cash flow, covers all transactions:
 - a) That are on credit only
 - b) That are in cash only
 - c) Both cash and credit
 - d) Could include any of them
3. Cash flow statement does not include:
 - a) Operating activities
 - b) Financing activities
 - c) Start up activities
 - d) Investment activities
4. ----- tells the spending in business, up till the business starts earning profits
 - a) Preliminary expenses
 - b) Underwriters' commission
 - c) Agent fee
 - d) Burn rate
5. Reducing possibility of external debt through cost saving is often termed as:
 - a) Bootstrapping
 - b) Cost minimization
 - c) Personal financing
 - d) Loan from friends and family
6. An already established business firm that invests in entrepreneurial venture, could best be termed as:
 - a. Business angels
 - b. Venture capital
 - c. Friends equity
 - d. Sweat equity
7. Concept test does not deal with:
 - a. Description of product and services
 - b. Market positioning
 - c. Description of management team
 - d. Competitors market
8. Segmenting market on the basis of spending habits, is:
 - a. Demographical segmentation
 - b. Psychographic segmentation
 - c. Area segmentation
 - d. Income based segmentation
9. An actor and a person who managed large project were termed as the entrepreneur in the
 - a. Earliest period
 - b. Middle ages
 - c. 17th century
 - d. 19th and 20th century
10. Elevator presentation is planned to attract:
 - a) Customers
 - b) Partners
 - c) Potential investors
 - d) All of them



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Course Code: COMM-302 Part – II

MAX. TIME: 2 Hrs. 45 Min.
MAX. MARKS: 50

ATTEMPT THIS (SUBJECTIVE) ON THE SEPARATE ANSWER SHEET PROVIDED

Q.2. Questions with short answers.

(10 x 2 = 20)

1. IPO vs Secondary offering
2. Sweat equity vs financial equity
3. Management prowess
4. Young, part time and minority entrepreneur
5. Financial and liquidity objectives of business
6. Guerilla and viral marketing
7. Creativity process
8. Proforma financial statement vs historical statement
9. Economic and social forces that help in idea generation of a business
10. Cost leadership and differentiation strategies

Q.3. Questions with brief answers.

(3 x 10 = 30)

- i. State the content of successful business plan?
- ii. Identify and explain the three ways of identifying opportunity?
- iii. Explain strategic management process?