## Goa Vidyaprasarak Mandal's GOPAL GOVIND POY RAITURCAR COLLEGE OF COMMERCE AND ECONOMICS FARMAGUDI, PONDA GOA

## B.COM. UGC-CCFUP (SEMESTER-I) REGULAR EXAMINATION OCTOBER/NOVEMBER 2024 COM-145 - INNOVATION AND START-UPS

Duration: 1 hour Mar	Marks: 20	
Instructions: 1) All questions are compulsory.  2) Internal choice for questions 2 to 5.  3) Figures to the right indicate marks		
Q. 1) Answer the following questions: A) Describe rural entrepreneurship. B) List out any two Entrepreneurs. C) List out the challenges faced by women entrepreneurs. D) Who is a sole proprietor?	(4 Marks) (BL1 - CO1)	
Q, 2 A) How would you define an edupreneur? Q. 2 B) What are some characteristics of a successful entrepreneur?	(2 Marks) (BL1 - C01) (2 Marks) (BL1 - C01)	
Q. 3 A) Describe how safety needs play a role in Maslow's theory.	(2 Marks) (BL2 - CO1)	
Q. 3 B) Explain Hertzberg's Two Factor Theory.  OR	(2 Marks) (BL2 - CO1)	
Q. 3 C) How would you compare between Maslow's Need Hierarchy Theory & McGregor's Theory.	(2 Marks) (BL2 - CO1)	
Q. 4 A) Describe any two skills an entrepreneur must possess.	(2 Marks) (BL2 - CO1)	
Q. 4 B) Explain the term Ethics.	(2 Marks) (BL2 - CO1)	
Q. 4 C) Describe a single person's company form of business.	(2 Marks) (BL2 -CO1)	
Q. 5 A) How would you apply the skill of risk taking in a business?	(2 Marks) (BL3- CO1)	
Q. 5 B) How would you use human relations skills to grow your business?	(2 Marks) (BL3- CO1)	
Q. 5 C) As an entrepreneur how would you use communication skills to grow your business?	(2 Marks)(BL3 - CO1)	