

TUTOR MARKED ASSIGNMENT

COURSE CODE	:	BCOS – 185
COURSE TITLE	:	ENTREPRENEURSHIP
ASSIGNMENT CODE	:	BCOS – 185/TMA/2024-25
COVERAGE	:	ALL BLOCKS

Maximum Marks: 100

Note: Attempt all the questions.

Section – A

(Attempt all the questions. Each question carries 10 marks.)

- Q.1** Explain the importance of entrepreneurship in a developing country. (10)
- Q.2** Discuss the importance of innovation in startup growth? What are the linkages between innovation application and entrepreneurial ecosystem? (10)
- Q.3** Discuss the various elements of business plan. (10)
- Q.4** Why is it important to conduct Market feasibility analysis? Describe the components of market feasibility analysis (10)
- Q.5** “Entrepreneurs may miss opportunities if they are not able to communicate effectively”. Elaborate. (10)

Section – B

(Attempt all the questions. Each question carries 6 marks.)

- Q.6** Explain ASPIRE scheme by the Ministry of MSME. (6)
- Q.7** What are the sources of funds available for new investors? (6)
- Q.8** What do you understand by the mobilisation of non-financial resources? (6)
- Q.9** Discuss the role MSMEs play in the economic development of a developing country like India. (6)
- Q.10** Discuss any two successful and affluent family business groups in India. (6)

Section – C

(Attempt all the questions. Each question carries 10 marks.)

- Q.11** Write short notes on the following: (5×2)
- a) Heritage and tourism Entrepreneurship
 - b) Test marketing
- Q.12** Distinguish between: (5×2)
- a) Urban and rural market research
 - b) Letter of Credit and Discounting of bill