(Please write your Exam Roll No.) Exam Roll No. 04221402422

END TERM EXAMINATION

SIXTH SEMESTER [BA(JMC)] JUNE 2025

Paper Code: BA(JMC)-308 **Subject: Entrepreneurial Mindset**

Time: 3 Hours **Maximum Marks: 75**

Note: Attempt all questions as directed. Internal Choice is indicated.

Q1 Attempt **any five** of the following questions: **(5x5=25)**

(a) Startup India
(b) Creativity of Entrepreneurial mindset
(c) Psychological theory of entrepreneurship
(d) SWOT analysis of a business plan
(e) Networking in media entrepreneurship
(f) Entrepreneurship Development Programs (EDP)
(g) Innovation theory of entrepreneurship
(h) PEST analysis

Q2 Define and explain entrepreneurship. Give relevant examples. **(12.5)**

OR

Q3 List the characteristics of a successful entrepreneur by discussing examples from at least two successful entrepreneurs from India. **(12.5)**

Q4 Explain parts of a business plan. Discuss the steps involved in drafting and proposing it. **(12.5)**

OR

Q5 Think of a business plan as an entrepreneur and explain who all will be its stakeholders and how will you pitch them. **(12.5)**

Q6 Write about the different central and state level institutions meant to support small scale businesses in India. Give examples of their contribution in promoting entrepreneurial mindset. **(12.5)**

OR

Q7 Discuss the role of government in encouraging entrepreneurs in India with relevant examples. **(12.5)**

Q8 What are the key trends and directions in Indian media entrepreneurship? **(12.5)**

OR

Q9 What do you mean by media entrepreneur? Discuss stories of at least two successful Indian media entrepreneurs. **(12.5)**

****

P-1/1