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St. Claret College

Autonomous, Bengaluru

ROLL NO:

DATE:

PG END SEMESTER EXAMINATION- JUNE/JULY 2026

M.Com. II SEMESTER

MCO 2524: EMERGING TRENDS IN ENTREPRENEURSHIP

TIME: 3 hours. **MAX. MARKS: 70**

This paper contains TWO printed pages and FOUR parts

Instructions:
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

PART-A

Answer Any EIGHT Questions Out of TEN. Each Answer Carries TWO marks **[2X8=16]**

1. State the meaning of entrepreneurship.
2. Who are niche entrepreneurs?
3. What do you mean by customer analysis?
4. Give the meaning of venture capital.
5. Define trademarks.
6. Mention any two qualities of a successful entrepreneur.
7. State the meaning of franchising.
8. What do you understand by angel investment?
9. State any four criteria's for evaluating new venture capital proposal.
10. Give the example of disruptive technologies in the market.

PART-B

Answer Any FOUR Questions Out Of SIX. Each Answer Carries FIVE marks **[4X5=20]**

11. Briefly explain the factors influencing entrepreneurship.
12. Discuss the components of entrepreneurial entrepreneurship.
13. What is business plan? Briefly explain the elements of business plan.
14. Briefly explain the criteria for evaluating new venture proposals.
15. Write a note importance of start-ups in India.
16. Discuss the opportunities and challenges faced by start-ups in India in the context of legal and regulatory frameworks.

PART-C

Answer Any TWO Questions Out of THREE Each Answer Carries TEN marks **[2X10=20]**

17. Discuss the types of entrepreneurs.
18. Briefly explain the requirements for formation of private and public limited company.
19. Briefly explain the steps involved in marketing research.

PART-D

Answer the following **[1X14=14]**

20. In 2020, Nisha Reddy and Arjun Mehta, MBA students in Bangalore, launched FreshBite, a cloud kitchen offering healthy, home-style meal boxes to students and working professionals. With a focus on fresh ingredients, minimal oil, and affordable subscriptions, the business quickly grew popular through promotions on Instagram and WhatsApp.

Within months, FreshBite was serving over 200 meals per day. As the venture expanded, the founders encountered several challenges, including rising operational costs, difficulty in hiring trained kitchen staff, and increasing competition with similar offerings. By 2024, FreshBite stood at a critical stage in its journey. The founders were deliberating whether to expand into other cities or focus on strengthening their market presence in Bangalore. They also faced the dilemma of whether to seek investor funding to accelerate growth or continue growing organically using internal profits. At the same time, they were concerned about retaining their core value proposition of quality and health as competition intensified.

a) Mention any two entrepreneurial traits demonstrated by Nisha and Arjun.

b) Suggest one practical strategy for FreshBite to retain its competitive advantage.

c) Assess whether external funding is the right choice for FreshBite at this stage. Support your answer with a brief explanation.

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