



Phone:2370-3841&2353-6653
E-mail:principal@gurudacollege.edu.in

GURUDAS COLLEGE

(GOVT.SPONSORED)

1/1 SUREN SARKAR ROAD, NARIKELDANGA, KOLKATA-700 054

Date:26.11.2020

B.Com Semester-IV (Hons. + General)

Subject-Entrepreneurship Development and Business Ethics

Paper-CC 4.1 Chg

Full Marks – 50 Marks

Time :1hr30mins

Group-A

(Entrepreneurship Development)

5Qs*5M= 25 Marks

1. Which of the following is the most important for the Entrepreneur while starting a new venture?
a) Risk b) Profit c) Market d) Competitors
2. The final step in the start-up process is often the development of businesses
a) Launching the Company c) Obtaining venture capital
b) IPO d) None of these
3. Approaches to generating ideas-
a) Brainstorming c) New ways of doing old things
b) Improving an existing product d) All the above
4. CSR stands for
a) Customer Satisfaction Ratio c) Corporate Social Responsibility
b) Corporate Sales Return d) None of these
5. i) A group of companies or individuals that invests money in new or expanding business for ownership and potential profits is known as **(3 Marks)**
a) An equity financing firm c) A venture capital firm
b) Franchising d) A corporation
- ii) Entrepreneurs take the risk of starting a business for all of the following reasons except **(2 Marks)**
a) They want independence c) They want to make money for themselves
b) They like challenges d) They want to work less

Group-B (Business Ethics) 5Qs * 5M=25 Marks

1. Ethics is about _____
a) Improvement in standards c) Reputation
b) Rewards and sanctions d) All the above
2. A written statement of policies and principles that guides the behavior of all employees is called _____
a) Code of Ethics c) Code of control
b) Word of ethics d) None of these
3. Which of the following is an example of a “value” ?
a) Justice c) Security
b) Happiness d) All the above

4. _____ Can we defined as psychological features that enable an individual to take action towards a desired goal.
- a) Motive
 - b) Trait
 - c) Attitude
 - d) Ego
5. It is the function of an ethics code to _____
- a) Set standards
 - b) Apply sanctions
 - c) Both a& b
 - d) None of these