



# ST. FRANCIS DE SALES COLLEGE

A FRANSALIAN INSTITUTE OF HIGHER EDUCATION **AUTONOMOUS**

NAAC A GRADE • AFFILIATED TO BANGALORE UNIVERSITY • AICTE APPROVED • 2(F) & 12 (B) RECOGNITION OF UGC • ISO 9001:2015 CERTIFIED  
Electronics City P.O., Bengaluru - 560 100, Karnataka, INDIA ☎ (+91) 8088140679 ✉ pro@sfscollege.in 🌐 www.sfscollege.in

## END SEMESTER EXAMINATION – AUGUST 2025

### COMMERCE -II SEMESTER M.COM

### 24MCO25 – EMERGING TRENDS IN ENTREPRENEURSHIP

Time: 3 Hours

Max. Marks: 70

**Instruction:** Answer should be written completely in English

#### SECTION – A

1. Answer **any SEVEN** questions. **Each** question carries **TWO** marks.

(7X2=14)

- Write any two advantages of being an entrepreneur.
- Who is an entrepreneur?
- Name any two techniques for idea generation.
- What is meant by disruptive technology?
- What is meant by customer analysis?
- State any two objectives of venture planning.
- Mention any two sources of finance for start-ups.
- Mention any two stages in the venture capital evaluation process.
- What does sustainability mean in the context of entrepreneurship?
- What do you mean by patents?

#### SECTION – B

Answer **any FOUR** questions. **Each** question carries **FIVE** marks.

(4X5=20)

- How does innovation differentiate an entrepreneur from a manager?
- Explain the characteristics of entrepreneurial leadership.
- Describe the elements of a business plan.
- Explain the significance of risk assessment in investment decision-making.
- Discuss the key features of the Start-up India Initiative.
- What are the key considerations involved in forming a business entity?



### SECTION – C

Answer **any TWO** questions. **Each** question carries **TWELVE** marks.

**(2X12=24)**

8. Write a detailed note on the advantages and disadvantages of becoming an entrepreneur.
9. Explain the concept of international entrepreneurship and its challenges.
10. Discuss the various stages of venture financing and the role of different sources of finance at each stage.
11. Discuss the ethical issues in entrepreneurship with reference to corporate governance, sustainability and social responsibility.

### SECTION – D

12. **Compulsory** skill-based question on case study.

**(1X12=12)**

Pets.com was an American e-commerce start-up launched in 1998 to sell pet food and supplies online. Despite massive media attention and millions in investor funding, it collapsed within two years.

#### **Business Plan Mistakes:**

- i. Focused more on brand promotion than business sustainability.
- ii. Heavy spending on marketing (including a Super Bowl ad) with minimal customer base.
- iii. Poor unit economics: Selling bulky pet food online led to huge shipping losses.
- iv. Weak market research: The market wasn't ready for online pet product delivery at scale.

#### **Outcome:**

Company shut down in 2000, losing nearly \$300 million. This failure became symbolic of the dot-com crash.

- a) Identify three major flaws in Pets.com's business plan.
- b) What lesson can entrepreneurs learn from the failure of Pets.com?
- c) Discuss the importance of proper cost analysis using Pets.com as an example.
- d) What role did marketing play in the failure of Pets.com?
- e) Explain how Pets.com could have improved its business model.

