

# St. Clare College

Autonomous, Bengaluru

ROLL NO:

DATE:

PG END SEMESTER EXAMINATION- JULY/AUGUST 2025

M.Com. SECOND SEMESTER

MCO 2524: EMERGING TRENDS IN ENTREPRENEURSHIP

TIME: 3 hours.

MAX. MARKS: 70

This paper contains TWO printed pages and FOUR parts

**Instructions:**

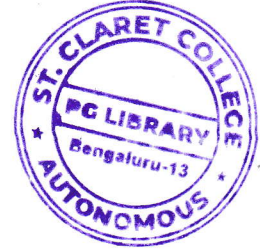
1. Verify and ensure that the question paper is completely printed.
2. Any discrepancies or questions about the exam paper must be reported to the COE within 1 hour after the examination.
3. Students must check the course title and course code before answering the questions.

**PART-A**

Answer SIX questions out of EIGHT. Each answer carries TWO marks.

[2x6 = 12]

1. List out any four successful entrepreneurs in our country.
2. Distinguish between Enterprise and Entrepreneur.
3. Mention any four types of Startups.
4. Define Business Plan.
5. What is an intellectual property protection?
6. State the Digital Nomadism.
7. State the meaning of unicorns with examples.
8. Give the meaning of due diligence.



**PART-B**

Answer any THREE questions out of FIVE. Each answer carries EIGHT marks.

[8x3=24]

9. Briefly explain the functions of an entrepreneur.
10. Explain the elements of a business plan.
11. Illustrate the stages and methods to initiate ventures.
12. Highlight the types of intellectual property rights.
13. Distinguish between angel investment and venture capital.

### **PART-C**

**Answer any TWO questions out of THREE. Each answer carries Ten marks.**

**[10X2=20]**

14. Explain the recent Government policies and programmes in the promotion of an entrepreneurial environment.?
15. Discuss the various opportunities that make India a favourable destination for startups. Highlight the significant challenges that entrepreneurs face while establishing and scaling startups in the Indian business environment.
16. Explain the trend, status and importance of gig economy entrepreneurs.

### **PART-D**

**Answer the following.**

**[14X1=14]**

17. Zomato, founded in 2008 by Deepinder Goyal and Pankaj Chaddah, which evolved into a major player in food delivery, restaurant reviews, and cloud kitchen aggregation. Headquartered in Gurgaon, Zomato has expanded across India and globally, overcoming various startup challenges—like funding issues, high competition, regulatory hurdles, and evolving customer expectations. The company has raised funds from venture capitalists, angel investors, and even went public with its IPO in 2021. Through strategic leadership, innovation, and digital tools, Zomato emerged as a new-age gig economy leader, relying heavily on delivery partners and digital platforms.

Evaluate Zomato's founders in terms of entrepreneurial leadership and innovation. How has Zomato leveraged gig economy models and disruptive technology to redefine food delivery in India?

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