

Duration – 2 & ½ Hr

E114100BPEM

Marks – 75

- Note: 1. All Questions are Compulsory
2. Figures to the right indicate full marks.
3. Draw neat diagrams wherever necessary.

Q1.A State the Following as True or False

8M

1. Political factors have no influence on entrepreneurship.
2. Innovation and Invention mean the same thing.
3. Technological changes can pose a risk to existing businesses.
4. Fixed capital can be raised through public issue of shares.
5. Letter of Credit is the most popular method of payment in International Trade.
6. Canalising Agents are government agencies that help exporters distribute in foreign markets.
7. In case of Big Dream Approach an idea is developed through a chain of word associations.
8. BPO increases operational costs because of third party involvement.

Q1.B. Match the following

7M

Group A	Group B
1.Fixed Capital	a.Mcclelland
2.Manufacturer – Consumer	b.Julian Rotter.
3.Theory of High Achievement	c.Function of Entrepreneur.
4.Oldest form of Business ownership.	d.Promotes Creativity.
5.Milestone	e.Easy Entry in Overseas Market
6.Market Research	f.Direct Channel of Distribution.
7.Risk and Uncertainty	g.Measurable
	h.Long Term Capital
	i.Sole Proprietorship.
	j.Women Entrepreneur

Q2.A. Explain the need for Entrepreneurship Development

8M

B. What are the Qualities of an Entrepreneur

7M

OR

C. Explain the Innovation Theory of Entrepreneurship.

8M

D. Do Socio Cultural Influences have an impact on Entrepreneurship, if So Explain

7M

Q3. Who is an Intrapreneur? How can companies encourage the development of Intrapreneurs?

8M

B. Explain the problems faced by Women Entrepreneurs.

7 M

OR

C. What is Social Entrepreneurship? Explain its importance.

8M

D. Write a note on BPO as a option for Entrepreneur

7M

Q4.A How can business idea be generated?

8M

B. Explain Briefly the Entrepreneurship Development Cycle

7M

OR

C. What is the Significance of a Business Plan?

8M

D. Explain Briefly the steps in Setting up a Business Venture

7M

Q5 Short Notes (Any 3)

15M

1. Environmental Scanning.
2. Self Help Groups.
3. Sources of Capital.
4. Methods of Marketing.
5. Creativity.
6. Types of Ownerships