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120



Time: 2:30 hours

Marks: 75

Instructions

Attempt all Questions

Figures to the right indicate full marks

Q1.A. State whether the following statements are True or False (Attempt any 8) (8 Marks)

1. Entrepreneurs fear taking risks.
2. An intrapreneur is not the owner of the organization.
3. Social entrepreneur is driven by profit motive.
4. Brain storming is a method to generate business ideas.
5. In the growth stage of business, there may be a sharp increase in sales.
6. Entrepreneurship Development Programs aid in enhancing the quality of entrepreneurship.
7. McDonalds does not follow a franchise model.
8. Process innovation helps in improving product quality.
9. Changes in demographic environment can be seen as an opportunity by the entrepreneur.
10. Working capital is meant for long term.

Q1. B. Match the Column (Attempt any 7) (7 Marks)

1. Schumpeter	A. Joint stock company
2. Caste System	B. Analysis of external environment
3. Seed stage	C. Generation of idea
4. Competitor's strategies	D. Influence on entrepreneurship development
5. Limited liability	E. Innovation Theory
6. Ancillary unit	F. Indirect Marketing
7. Mergers	G. Financial Innovation
8. Merchants	H. Solve consumer problems
9. Peer to Peer Lending	I. Manufactures parts & components
10..Business Idea	J. Combination of two companies

Q II A. Explain the economic influences on entrepreneurship development. (7 Marks)

QII. B. Explain the role of entrepreneurial culture in entrepreneurship development. (8 Marks)

OR

QII C. What is innovation? Explain its importance in entrepreneurship. (7 marks)

QII. D. 'An entrepreneur may find opportunities through changes in business environment' Explain. (8 Marks)

QIII. A. Explain briefly the concept of women entrepreneurship. (8 Marks)

B. Explain the steps in product / idea development. (7 Marks)

OR

QIII. C. What is SWOT analysis? (8 Marks)

D. What are Milestones? (7 marks)

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QIV. A. What elements should a business plan incorporate?

(8 Marks)

QIV. B Explain the critical risks that a project manager may face

(7 Marks)

OR

QIV.C. Explain the institutional support to entrepreneurs in India?

(8 Marks)

D. Which factors influence the requirement of fixed capital?

(7 Marks)

QV A. What is 'Business Process Outsourcing'? What are its advantages?

(8 Marks)

QV B. What are the sources of working capital?

(7 Marks)

OR

Q5. Write short notes (any 3)

(15 Marks)

1. Feasibility analysis
2. Franchise
3. NGOs
4. Entrepreneurial Development Program
5. Intrapreneur
