

NB: 1) All questions are compulsory

2) Figures to the right indicate the full marks given the question

Q1. A. Fill in the blanks (Answer any Eight)

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- i. SWOT is meant to be used during the .....stage of strategic planning
  - a. Proposal b. Second C. Final
- ii. .... is the ability to bring something new into existence
  - a. Innovation b. Creativity c. Leadership
- iii. The period exceeding .....years is regarded as a long term
  - a. Three b. Four c. Five
- iv. In.....segmentation market is divided on the basis of variables such as age occupation, education gender and income
  - a. Geographic b. Psychographic c. Demographic
- v. .... channels refer to distributing goods with the help of intermediary agencies
  - a. Indirect b. Direct c. Multi-Level
- vi. .... system should make goods easily available to avoid artificial scarcities
  - a. Price b. Promotion c. Distribution
- vii. Entrepreneur should have .....approach
  - a. Creative b. Proactive c. Indirect
- viii. .... works as an apex body which looks after the financial needs of agriculture and rural development
  - a. NABARD b. SIDBI c. IDBI
- ix. People having .....need of achievement are becoming successful entrepreneurs
  - a. High b. Medium c. Low
- x. Need for achievement theory given by.....
  - a. McClelland b. Hagen c. Knight

B. State whether the following statements are true or false (Answer any seven)

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- i. A person can become a professional manager by acquiring knowledge.
- ii. A business plan describes all the relevant external and internal elements involved in starting a new venture
- iii. Transfer pricing refers to the pricing of goods or services among subsidiaries within a multinational corporation.
- iv. The continuity of existence for limited liability has no legal restrictions.
- v. Quality control is a technique by means of which products of uniform acceptable quality are manufactured.
- vi. SIDBI provides working capital to technically qualified entrepreneurs.
- vii. An entrepreneur usually consults his bankers before taking the decision regarding the selection of a location.
- viii. The basic objective for the successful environment scanning should be to minimise information.
- ix. Project report increases wastages of resources in the business.
- x. A product with better distribution will never win over a superior product with poor distribution.

- Q2. a.** State and explain the different types of entrepreneurs. 8  
**b.** Explain the innovative theory of Schumpeter 7  
**OR**  
**c.** What are the various sources of business ideas. 8  
**d.** What are the core elements of an entrepreneur. 7
- Q3. a.** Explain the merits and demerits of partnership. 8  
**b.** What do you mean by environment scanning. State its advantages. 7  
**OR**  
**c.** What do you mean by franchising? Explain its various types 8  
**d.** What are the problems of a new venture? 7
- Q4. a.** Define a branding. Explain the different branding strategies for a new venture 8  
**b.** What do you mean by debt funding? Explain its merits and demerits. 7  
**OR**  
**c.** Explain various functions of personnel management. 8  
**d.** What are the various steps in selection of location? 7
- Q5. a.** What are the various barriers to entrepreneurship? 8  
**b.** Define entrepreneur. Explain their characteristics. 7  
**OR**  
**c.** Short notes (Answer any three) 15  
**a.** Business Ethics  
**b.** National Skill Development Corporation  
**c.** Joint Stock Company  
**d.** Factories Act, 1948  
**e.** Venture Capital

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