

Duration: 2 1/2 Hrs

D43A23EM

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q1. (A) State whether the following statement are True or False (any 8)

(8)

1. An entrepreneur does not bear the risk of business. CO1 (A)
2. Innovation Refers to the introduction of new product. CO1 (A)
3. Hobbies are not source of business ideas. CO2 (U)
4. Risk taking is an important function of entrepreneur. CO1 (R)
5. In partnership firm of business, each partner has limited liability in the firm. CO2 (A)
6. There is free transferability of shares in a public limited company. CO1 (A)
7. The liability of sole trader is unlimited. CO2
8. There is no business secrecy involved in the company form of organisation. CO1 (U)
9. The first step in new-product development is idea generation. CO1 (U)
10. A product with better distribution will never win over a superior product with poor distribution. CO2 (U)

Q1. (B) Match the following: (any 7)

(7)

- | | | |
|---------------------------|--------------------------------------|-------|
| 1. Nature of Business | 1) Schumpeter | (CO1) |
| 2. Innovation | 2) Single owner | (CO1) |
| 3. Innovation Theory | 3) Common Seal | (CO1) |
| 4. Sole Traders | 4) Indian partnership Act 1932 | (CO1) |
| 5. Joint Stock Company | 5) Risky taking | (CO2) |
| 6. Partnership firm | 6) New product | (CO2) |
| 7. Hindu undivided family | 7) "Karta" | (CO1) |
| 8. Shareholder | 8) Employee of firm | (CO1) |
| 9. Managers | 9) Part owner of company | (CO1) |
| 10. SEBI | 10) Security exchange board of India | (CO2) |

Q2. Answer the following:

1. Qualities of entrepreneur. CO1 – (R, A) (8)
 2. Role of entrepreneur in economic development. CO1- (U, B) (7)
- OR
3. Characteristics of entrepreneur. CO1 – (R, C) (8)
 4. Need and Importance of entrepreneur. CO2 (R, D) (7)

Q3. Answer the following

1. Explain sole trading concern its features. CO1 – (R,A) (8)
 2. Explain partnership firm its merits. CO2 – (A,B) (7)
- OR
3. Explain sole trading its features? CO1 – (A, C) (8)
 4. Explain the term joint stock company. CO1 - (R,D) (7)

Q4. Answer the following

1. Explain the term new product development. CO2 – (U,A) (8)
 2. Marketing strategy for new ventures. CO2 – (A,B) (7)
- OR
3. Explain promotional strategy. CO1 – (A,R) (8)
 4. Concept of marketing mix . CO2 - (R,D) (7)

Q5. A). Explain the social responsibility of an entrepreneurs. (CO2)

(8)

B). Difference between entrepreneur and intrapreneur.

(7)

OR

Q5. Write Short note on : (Any 3)

(15)

- | | |
|--------------------------------|------------------------------------|
| 1. Product Life Cycle (CO1, U) | 2. Marketing mix (CO1, U) |
| 3. Partnership firm (CO1 A) | 4. Hindu undivided family (CO1, R) |
| 5. New venture (CO2, R) | |

XXXXXXXXXXXXXX