

DURATION: - 2½ hrs

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MARKS:- 75

Note: - (1) All questions are compulsory.

(2) Figures to the right indicate full marks

(3) Answer to each question must be on a new page

7M

Q.1) a) **Multiple choice question (Any - 7)**

- | | |
|---|---------|
| 1) In _____ type of business agreement between both the parties are necessary
Hindu business, joint stock company, Partnership | CO-1, R |
| 2) _____ has limited liability up to the face value of shares
Sole trader, Partnership, Shareholder | CO-1, R |
| 3) Inability to dream is a _____ barrier in entrepreneurship
Personal, Societal, Environmental | CO-2, R |
| 4) Enterprise should provide a _____ return on investment made by shareholder
Unfair, Fair, Zero | CO-1, U |
| 5) _____ System should make goods easily available to avoid artificial scarcities
Price, Promotion, Distribution | CO-2, R |
| 6) _____ works as an apex body which looks after the financial need of the agricultural and rural development. | CO-1, U |
| 7) Entrepreneur should have _____ approach
Reactive, Proactive, Indirect | CO-2, R |
| 8) People having _____ need of achievement are becoming successful entrepreneur
High, Medium, Low | CO-2, R |
| 9) In a _____ business each person has limited liberty
Sole trading, Partnership, joint Hindu family | CO-2, R |
| 10) The liability of _____ is unlimited. | |

Q.1) b) **Match the following (Any - 8)**

8M

- | A | B |
|---------------------------|--------------------------------|
| 1) Nature of Business | 1) Schumpeter |
| 2) Innovation | 2) Single Owner |
| 3) Innovation Theory | 3) Common Seal |
| 4) Sole Trader | 4) Indian Partnership Act 1932 |
| 5) Joint Stock Company | 5) Risk Taking |
| 6) Partnership Firm | 6) New Product |
| 7) Hindu Undivided Family | 7) Karta |
| 8) Shareholder | 8) part owner of Company |

- 9) Managers
10) SEBI
- 9) Employee of Firm
10) Security Exchange Board of India

- Q.2) Answer the Following : 15M
a) Qualities of Entrepreneur CO-1, R 7M
b) Role of Entrepreneur in Economic development CO-1, R 8M

OR

- c) Features of entrepreneur CO-2, U
d) Need and Importance of Entrepreneur CO-1, R

Q.3) **Answer the Following :**

- a) Explain Sole trading concern its features CO-1, U 7M
b) Explain Partnership firm its merits CO-1, U 8M

OR

- c) Explain Sole trading its Merits CO-2, R 8M
d) Explain the term Joint Stock Company CO-1, R 7M

Q.4) **Answer the Following :**

- a) Explain the term new product development CO-2, R 7M
b) Marketing Strategy for new ventures CO-1, R 8M

OR

- c) Explain Promotional Strategy CO-1, U 7M
d) Concept of marketing mix CO-1, R 8M

Q.5) **Answer the Following :**

- a) Explain the Social Responsibility of an Entrepreneur CO-1 7M
b) Difference between Entrepreneur and Intrapreneur CO-1 8M

OR

Short Notes : -

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- 1) Product life cycle CO-1
2) Partnership Firm CO-2
3) New Venture CO-1
4) Marketing Mix CO-1
5) Hindu Undivided Family CO-1,2
