

Duration: 2 1/2 Hrs

SYB(CBI - E-M - (03) D43A23EM

Marks:- 75

Note:- 1) All questions are compulsory.

2) Figures to the right indicate maximum marks.

Q1. (A) True or False (any 8) (Co -1,2, U)

(8)

1. Risk taking is an important function of entrepreneur. Co1 (R)
2. In sole trading concern all the activities are managed and controlled by single person. Co1 (R)
3. In partnership firm the liability of the partners are unlimited. Co1 (U)
4. The project report should be flexible. Co1 (U)
5. There is no business secrecy In sole trading concern. Co2 (R)
6. The first step in new – product development is idea generation. Co2 (U)
7. A product with better distribution will never win over a superior product with poor distribution. Co1 (R)
8. Lack of confidence is an environmental bearer of entrepreneur. Co2 (A)
9. A successful entrepreneur has no courage to accept the risks and to fight. Co1 (A)
10. A social entrepreneur is someone who recognizes a social problem. Co1 (R)

Q1. (B) Multiple Choice Question :- (any 7)

(7)

1. People having _____ need of achievement are becoming successful entrepreneurs.
(High, Medium, low). Co1 (R)
2. Entrepreneur should have _____ approach. Co2 (R)
(Reactive, Proactive, Indirect).
3. _____ is the ability to bring something new into existence. Co1 (R)
(Innovation, creative, leadership)
4. _____ works as an apex body which looks after the financial need of the agriculture and rural development. Co1 (R)
(NABARD, IDBI, SIDBI)
5. _____ system should make goods easily a valuable to avoid artificial scarcities. Co2 (R)
(Price, promotion, distribution)
6. Entrepreneur should provide a _____ return on the investment made by shareholders. Co2 (U)
(Unfair, fair, zero)
7. Inability to dream is a _____ barriers in entrepreneurship. Co1 (U)
(Personal, social, environmental)
8. Mix of product, price, distribution and promotional efforts is known as _____. Co1 (R)
(Marketing mix, MIS, market segmentation)
9. _____ has limited liability up to the face value of shares. Co2 (R)
(Sole trader, partnership, stakeholder)
10. In _____ type of business agreement between both the parties are necessary. Co2 (U)
(Hindu business, Joint Stock Company, Partnership)

Q2. Answer the following:

1. Nature of entrepreneurship. Co1 – (R)
2. Core elements of entrepreneurship. Co1- (R)

Or

3. Qualities of entrepreneurs. Co2 – (A)
4. Importance of entrepreneurship. Co1 (U)

Q3. Answer the following

1. Explain sole trading concern its merit. Co1 – (R)
2. Features of partnership firm. Co1 – (R)

Or

3. Explain the term franchising. Co2 – (U)
4. Joint stock company and its features. Co1- (U)

Q4. Answer the following

1. Concept of marketing mix. Co1 – (A)
2. New Product development concept explain . Co1 – (A)

Or

3. Factors for selecting the location of an enterprise as plant as project. Co2 – (U)

(8)

4. Explain promotional strategy. Co1 - (U)

(7)

Q5. Answer the following

(A) Explain the Social Responsibility of an entrepreneur. Co1 (A)

(8)

(B) Difference Between Entrepreneur and intrapreneur . Co2 (U)

(7)

OR

Q5. Write Short note on : (Any 3)

(15)

1. Product Life Cycle. Co1 (R)

2. Product. Co1 (R)

3. New Venture. Co1 (R)

4. Franchise. Co1 (A)

5. Ethics. (Co2) (U)