

2020

ENTREPRENEURSHIP (NEW COURSE)

Full marks : 70

Time : 3 hours

General instructions:

- i) *Approximately 15 minutes is allotted to read the question paper and revise the answers.*
- ii) *The question paper consists of 19 questions. All questions are compulsory.*
- iii) *Marks are indicated against each question.*
- iv) *Internal choice has been provided in some questions.*

N.B: *Check that all pages of the question paper is complete as indicated on the top left side.*

- 1. What is meant by business opportunity? 1
- 2. Write the meaning of generation of idea. 1
- 3. Define financial plan. 1
- 4. What is meant by negotiation? 1
- 5. Define goal. 1
- 6. What is meant by budget? 1
- 7. What are the most important elements of business plan? 3
- 8. What is work force and work load analysis? 3
- 9. What are the three basic elements of employee management? 3
- 10. Explain any three objectives of budgeting. 3
- 11. State three significance of Return On Investment (ROI). 3
- 12. a. Define problem. Explain the difference between an entrepreneur and an employee. 1+4=5

Or

b. State five uses of problem identification. (5)
- 13. a. Explain the five characteristics of S.M.A.R.T Goals. 5

Or

b. Explain the factors to be kept in mind while deciding the channels of distribution.

14. **a.** What is meant by personal selling? Explain the considerations of vendor management. **1+4=5**
Or
b. Explain the various tools of public relation. **(5)**
15. **a.** Explain five advantages of franchisee. **5**
Or
b. Explain any five reasons for failure of merger and acquisition.
16. **a.** Explain any five functions of stock exchange/ secondary market. **5**
Or
b. Explain any five functions of IDBI.
17. **a.** What are the different areas of innovation, according to Schumpeter? Explain the steps involved in creative process. **3+5=8**
Or
b. What is meant by idea field? Explain briefly the idea fields. **(1+7=8)**
18. **a.** Explain the features of sole proprietorship. **8**
Or
b. Explain any eight factors to be considered before starting a business.
19. **a.** Briefly state the features of Cash Flow Statement. **8**
Or
b. Explain any eight factors affecting the working capital.
