CD 050423 Class: SYBBI SEM: IV Subject: Entrepreneurship Management

Time: 2½ Hours Marks 75

Q1.A. State whether the following statements are True or False. (Any Eight) **(8 marks)**

1. Managerial skills & leadership are the important qualities of an ideal entrepreneur.
2. Finance is rightly called the life blood of every business activity.
3. The project report should be sequentially arranged.
4. Transfer pricing refers to the pricing of goods or services among subsidiaries within a multinational corporation.
5. An entrepreneur always consults his banker before taking decision regarding the selection of location.
6. KVIC promotes the sale of rural industries.
7. SIDBI provides working capital to technically qualified entrepreneurs.
8. Quality circles refers to the arrangement of machines, equipment and other physical facilities within the factory premises.
9. The basic objective for the successful environmental scanning should be to minimise information.
10. Project report increases the wastages of resources in the business.

Q1.B. Fill in the blanks with appropriate words. (Any Seven) **(7 marks)**

1. Innovation is the specific tool of an ________ (intrapreneur, entrepreneur, retailer, banker)
2. A social ________ assess success in terms of the impact he has on the society. (entrepreneur, professional, shareholder, creditor)
3. Inability to dream is a ______ to entrepreneurship. (benefit, barrier, not related, option)
4. ________ is a paid form of non- personal presentation and promotion of ideas for services by an identified sponsor. (Advertising, Sales-promotion, Branding, Personal selling)
5. SWOT is meant to be used during the _____ stage of strategic planning. (proposal, second, final, last)
6. ______ operates a single windows scheme. (KVIC, SIDBI, NABARD, NSIC)
7. ________ skill is used to measure risk. (Financial, Human relation, Management, Diagnostic)
8. The _______ is a brief outline of the basic operations of the organisation. (operation plan, business plan, financial plan, market plan)
9. The period exceeding _____ years is regarded as long term. (Three, Four, Five, Six)
10. _________ system makes goods easily available to avoid artificial scarcities. (Distribution, Promotion, Price, Hoarding)

VCD ______ Class: SYBBI SEM: IV Subject: Entrepreneurship Management
Time: 2½ Hours Marks 75

Q2.A. Explain the functions of an entrepreneur. (8 marks)

Q2.B. Explain the characteristics of an entrepreneur. (7 marks)

OR

Q2.C. What are the various sources of business ideas? (8 marks)

Q2.D. Explain the stages of the creativity process in entrepreneurship. (7 marks)

Q3.A. Explain partnership. Write its merits and limitations. (8 marks)

Q3.B. Explain business plan. Write its benefits. (7 marks)

OR

Q3.C. What are the elements or areas to be covered in a business plan? (8 marks)

Q3.D. What is a project report? Explain its contents. (7 marks)

Q.4.A. What are the different tools used in promotion? (8 marks)

Q.4.B. What is the marketing mix? Explain its elements. (7 marks)

OR

Q.4.C. What do you mean by pricing? Explain the different pricing strategies. (8 marks)

Q.4.D. Explain the different stages in the new product development. (7 marks)

Q5.A. Distinguish between entrepreneur and intrapreneur. (8 marks)

Q5.B. Explain in detail the National Skill Development Corporation. (7 marks)

OR

Q5. Short Notes. (Any three) (15 marks)

1. Motivational factors for the emergence of entrepreneurship.
2. Essential conditions for successful innovation.
3. SWOT analysis.
4. Background factors for the emergence of entrepreneurship.
5. Categories of Capital requirements.