

Total Marks: 75

- 15

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- Q. 2 A** Explain the need and importance of entrepreneurship in a country. **08**
- Q. 2 B** Explain the factors which are necessary for a person to become a successful entrepreneur. **07**
- OR**
- Q. 2 C** State the factors influencing entrepreneurship. **08**
- Q. 2 D** Explain the characteristics of an entrepreneur. **07**
- Q. 3 A** What are the steps to be considered while preparing a Business plan? **08**
- Q. 3 B** Discuss Shares Capital as a source of fund for a business. **07**
- OR**
- Q. 3 C** State the objectives of business budgeting. **08**
- Q. 3 D** Elaborate on factors that influence Financial planning. **07**
- Q. 4 A** “Questionnaire Design is a very important aspect for research”, explain giving examples. **08**
- Q. 4 B** Give an account on the functions of packaging of goods. **07**
- OR**
- Q. 4 C** Discuss the six step process to determine the positioning strategy. **08**
- Q. 4 D** Classify and explain the types of consumer goods. **07**
- Q. 5** Write Short notes on **any three** of the following **15**
- Entrepreneurship.
 - Role of Government in entrepreneurship development.
 - Importance of Business Planning.
 - Trade characters & Advertising.
 - International Market Research.