Q. P. Code: 33977

15

## 2 ½ Hours

Total Wialks. 15	To	tal	Marks: 75
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- 1. Attempt **all** questions.
- 2. All questions carry equal marks.
- 3. Draw **neat labeled diagrams** wherever necessary.
- 4. Use of log tables and non-programmable calculator is allowed.
- 5. For Q.2, Q.3 and Q.4 attempt A and B OR C and D.

Q.1	Do as directed (Any fifteen)					
1.	Who is an entrepreneur?					
2.	State true or false: The expansion of big businesses is the reason for burial of small entrepreneurs.					
3.	Balanced Regional development includes  a) road transport b) health education c) entertainment d) All of the above					
4.	State true or false: Over confidence is an important characteristic of a successful entrepreneur.					
5.	State true or false: An entrepreneur should possess sound human relations ability.					
6.	Give name of any one self-made company.					
7.	Mention any one advantage of being an entrepreneur.					
8.	What is the significance of equity shares capital?					
<ul><li>9.</li><li>10.</li></ul>	is a type of Intellectual Property Right that grants property rights on an invention, allowing the patent holder to exclude others from making, selling, or using the invention.  What is a debenture?					
11.	Name any one financial investment institutions set up by government in India.					
12.	is a predetermined standard used to estimate performance in expenditure, income, sales, purchase, profits and investments.					
13. 14.	State true or false: Entrepreneurship provides an obstacle to the socioeconomic development of a country.  What is Market research?					
15.	Define Packaging.					
16.	are an outcome of functional strategy.					
17.	Selling is one of the functions of a business form  i) Secondary ii) Primary iii) Tertiary iv) None of the above					
18.	The first two elements of business planning are essentially conceptual and					
19.	Define Product.					
20.	Explain the meaning of the term Corporate mission.					

## Paper / Subject Code: 79007 / Entrepreneurship Development

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Q. 2 A	Explain the need and importance of entrepreneurship in a country.				
Q. 2 B	Explain the factors which are necessary for a person to become a successful	07			
	entrepreneur.	37.7			
	OR SEE SEE SEE SEE SEE SEE SEE SEE SEE SE	7.00			
Q. 2 C	State the factors influencing entrepreneurship.	08			
Q. 2 D	Explain the characteristics of an entrepreneur.				
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			
Q. 3 C	State the objectives of business budgeting.				
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 SEE SEE				
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			
a.	Entrepreneurship.				
<b>b.</b>	Role of Government in entrepreneurship development.				
c. 8	Importance of Business Planning.				
d.	Trade characters &Advertising.				
e.	International Market Research.				

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