

Note: 1. All questions are compulsory.

Q.1 A) Fill in the Blanks with correct option (Any 8)

08

1. The theory of achievement motivation was developed by _____.
a. McClelland b. Leibenstein c. Knight d. Weber
2. Entrepreneurship involves _____ as its activities are subject to uncertainties
a. Innovation b. Risk-taking c. creativity d. profit
3. _____ is an organization of poor self-employed women workers
a. MAVIM b. SEWA c. SSI d. SIDBI
4. _____ effective substitutes for internal growth strategy.
a. Mergers b. Amalgamation c. Acquisition d. Retailing
5. In the _____ stage the awareness among the entrepreneur is generated through education and well planned publicity
a. Support b. Primary c. Sustaining d. Stimulatory
6. _____ ideas lives in the mind of the creator and can never be proven
a. Revolutionary b. Philosophical c. symbolic d. Creative
7. _____ is a short form of mobile commerce.
a. M-commerce b. E-commerce c. F-commerce d. Z-commerce
8. _____ is called buying and selling of goods on the internet.
a. Offline shopping b. online shopping c. Tele shopping d. Social Media
9. _____ act as engine of economic growth.
a. Import b. Export c. Selling d. buying
10. SISI stands for _____.
a. Small intro service institutes b. Set industries service institutes c. Small industries service institutes d. Small industries seva institutes

B. State whether the following statements are True or False (Any 7)

07

1. Finance is rightly called the life blood of every business activity.
2. Entrepreneurs are more flexible in their decision making process.
3. Social entrepreneurs are driven by profit motive.
4. Women entrepreneurs are security oriented rather than growth oriented.
5. Innovation requires creativity.
6. Brain writing is a form of oral brainstorming.
7. NABARD provides refinance assistance to state cooperative banks.
8. Imports act as an engine of economic growth.
9. Working capital is meant for Long term.
10. SIDBI is a locally owned subsidiary of IDBI.

Q.2. A. Define the term Entrepreneur and explain their characteristics.

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B. Need of Entrepreneurship Development

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OR

C. Explain the Theory of High Achievement by M :Clelland

07

D. Explain the qualities of an entrepreneur.

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Q.3. A. What do you mean by SHG explain the importance of SHG (Self help Group). 08

B. Explain classification of Entrepreneur according to the Type of Business. 07

OR

C. Differentiate between Entrepreneur and Traditional Manager 08

D. Explain BPO along with its advantages. 07

Q.4 A. What is Idea generation? Explain Sources of Idea Generation. 08

B. What are the channels of marketing, explain in detail. 07

OR

C. What are the problems faced by an entrepreneur during a venture set-up? 08

D. Explain Business plan along with its objectives. 07

Q. 5. Short Notes (Attempt any 3)

15

1.X- Efficiency Theory

2.Types of E Commerce

3.Milestones

4. Invention

5.Franchising

OR

CASE STUDY

Ram and Sham were two students studying hotel management course in a city college. They hailed from Kolkata, a metropolitan city and Pune respectively. They became good friends during the course of their education, Ram hailed from an upper class family with his parents in influential Government jobs. Sham hailed from a lower middle class family with his single parents which means his mother depended on farming for their livelihood. They both shared a long ambition to become successful in their life working independently.

They both were intelligent and creative compared to others and both were intent on starting a restaurant in one of their respective places by the name Khana Khazana, Ram was against the idea of Sham starting his restaurant in Pune. He felt that people of pune already have so many options of restaurants that they won't explore new ones. Ram had a strong view that people of pune are more into fast food as majority of the population of pune are out-station students and the concept which they have for their restaurant which is homemade food won't be accepted by the population of pune. But Sham was strong in his view because the crowd is youth and most are away from home so they will love to have homemade food.

Questions:

Q1. What are the characteristics of a good entrepreneur Ram and Sham are missing because of which it is taking time for them to come to a conclusion about the venture?

Q2. This business is an example of which type of entrepreneurs?