

University of Mumbai

Examinations summer 2022

Time: 2 hour 30 minutes

Max. Marks: 80

Q1.	Choose the correct option for following questions. All the Questions are compulsory and carry equal marks
1.	The 'T' in a PESTLE analysis refers to,
Option A:	Technology
Option B:	Time
Option C:	Training
Option D:	Task
2.	BCG matrix is also referred as,
Option A:	Growth-sell matrix
Option B:	Business-cost matrix
Option C:	Growth-Share Matrix
Option D:	Business-share matrix
3.	The entrepreneur who has neither the will nor the desire to introduce and adopt new methods is called as,
Option A:	imitating entrepreneur
Option B:	adoptive entrepreneur
Option C:	fabian entrepreneur
Option D:	innovative entrepreneur
4.	Combining of two or more businesses to try and achieve synergy to achieve more overall gains is referred as,
Option A:	Merger Deal
Option B:	Team Building
Option C:	Franchise Setup
Option D:	Partnership Deal
5.	To convince a financial entity and an angel investor that the business can produce enough revenue to make a satisfactory profit and therefore attractive as an investment opportunity is called as,
Option A:	Future plan
Option B:	Profit-loss statement
Option C:	Balance statement
Option D:	Business plan
6.	The three pillars of sustainable development for the entrepreneurial ecosystem are
Option A:	Environment , Economy, Society
Option B:	Ecology, Economy, Society
Option C:	Environment , Ecology, Equity
Option D:	Equity, Environment , Society

7.	Which of the following is the responsibility of the government when it is in promotional role for encouraging entrepreneurship
Option A:	Build up and strengthen the necessary development infrastructures such as power, transport, finance, marketing, institutions for training and guidance.
Option B:	It should see to it that the national resources are directed to the right purpose.
Option C:	Set up State Owned Enterprises (SOEs)
Option D:	Encourage or Discourage certain activities through monetary and fiscal incentives and disincentives
8.	As per MSME, the investment in plant and machinery under manufacturing sector does not exceed ---- and in equipment under service sector does not exceed ----.
Option A:	5 Lakhs - 10 Lakhs
Option B:	10 Lakhs - 15 Lakhs
Option C:	25 Lakhs - 10 Lakhs
Option D:	50 Lakhs - 10 Lakhs
9.	What is not the characteristics of PPP's
Option A:	Focuses of goods
Option B:	Resources
Option C:	Sharing
Option D:	Continuity
10.	Trademarks relate to _____.
Option A:	Practice and knowledge acquired through experience
Option B:	The protection of proprietary information of commercial value
Option C:	The right to reproduce one's own original work
Option D:	Brand identity

Q2.	Attempt any Two out of Three (10 marks each)
A	What do you mean by a business plan? Explain the issues to be addressed in a business plan?
B	Write a note on the various initiatives by GOI for women entrepreneurs.
C	Give the impact on the marketing aspects of a product by entrepreneur by the use of Digital Marketing

Q3.	Attempt any Two out of Three (10 marks each)
A	Explain the process of closing your business?
B	What are the functions of an entrepreneur in entrepreneurial development?
C	What are the Four types of firm level growth strategy?

Q4.	Attempt any Two out of Three (10 marks each)
A	Explain the steps on harvesting or closing small business.
B	Note on Capital and its importance to entrepreneur.
C	State the Importance of MSME's towards national growth.