C0524 / C0479 BUSINESS MANAGEMENT : COURSE V ENTERPRENEURSHIP MANAGEMENT

1. Con Cem-

Q.P. Code :08113

[Time: 2 Hours]

[Marks:60]

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Please check whether you have got the right question paper.

- N.B:1. All questions are compulsory
 - 2. Figure to the right indicate full marks

Q.1 Answer any two of the following

- a) Describe the factors affecting capital structure of a company.
- b) Explain the factors influencing the working capital requirements of a company.
- c) Write a note on Self Help (SHG).

Q.2 Answer any two of the following

- a) Write a note on Entrepreneurship Development Programme. (EDP).
- b) Describe the advantages of Joint Venture.
- c) Elaborate on the role of government in Entrepreneurial Development in India.

Q.3 Answer any two of the following

- a) Explain the challenges faced by entrepreneurs in the area of marketing.
- b) Describe the problems faced by Women Entrepreneurs in India.
- c) Elaborate on the opportunities available for rural entrepreneurs.

Q.4 Answer any two of the following

- a) Comment on the future of entrepreneurship in India.
- b) Write a note on Entrepreneur Development Cell (EDC).
- c) Describe the procedure for obtaining the exclusive Intellectual Property Rights.