

Time: 3 Hours

Total Marks: 80

N.B. :1) Question No.1 is compulsory.

2) Attempt any THREE from the remaining questions.

3) Figures to the right indicate full marks.

Q1. Write Short Notes on:

- (a) Difference between entrepreneur and manager. [5]
- (b) Challenges faced by entrepreneurs in India. [5]
- (c) Role of small scale industries in economic development. [5]
- (d) Sources of Business Idea. [5]

Q2. (a) Elaborate in detail on the Characteristics, Skills, and Qualities of Entrepreneurs and Intrapreneurs. [10]
(b) Define a Business Plan and outline the structure for presenting a business plan to investors. What key factors should entrepreneurs consider restricting failure of a Business Plan? [10]

Q3. (a) What are the problems faced by small-scale industries in India? In what way government help small scale industries in India? [10]
(b) Explain the merit of market research for small businesses. Does market research complement marketing strategy? [10]

Q4. (a) How does the Entrepreneur design its growth and exit strategy? [10]
(b) Highlight the significance of the marketing mix in the sales and marketing of a product. [10]

Q5. (a) Explain the role of Corporate Social Responsibility in Entrepreneurial Ventures. [10]
(b) Describe the functions and roles of the following agencies in entrepreneurship development: [10]
a. National Institute of Entrepreneurship & Small Business Development (NIESBUD).
b. National Entrepreneurship Development Board (NEDB).

Q6. (a) “Good Human Resource Management practices can help entrepreneurs nurture inspirational leaders who work together to contribute to organizational goals”. Comment. [10]
(b) Examine the policies and measures implemented for the promotion of Export Oriented Units. [10]