

ENTREPRENEURSHIP MANAGEMENT
MMS – SEM. - II

Q.P. Code: 00005293

[Time: 3.00 Hrs]

[Marks: 75]

Please check whether you have got the right question paper.

Instructions :

1. Q1 (20 marks) & Q8 (15 marks) are compulsory.
2. Attempt Any Four (40 marks) out of Q2, Q3, Q4, Q5, Q6 and Q7.
3. Students have to attempt any four out of the remaining six questions and within each question; students have to attempt any two out of three sub – questions. Each sub – question would carry 05 Marks.
4. Figures to the right indicate full marks.
5. Draw neat diagrams wherever necessary.

Q.1 Read and attempt the following:

(a) Fill in Blank

10

01. _____ described the entrepreneur as an individual who forms an organization for commercial purpose—who is a capitalist.

- a. Adam Smith (1776), b. Marshall (1880), c. Jean Baptiste Say (1775),
d. Wills (1776)

02. _____ is goal oriented.

- a. Person b. Entrepreneur c. Women, d. Progress

03. There is close relationship between entrepreneur and _____.

- a. innovation, b. Business, c. Operations, d. Marketing

04. According to _____ “Leadership is the ability to persuade others to seek defined objectives enthusiastically.

- a. J.V Jhon b. Marshall c. Keith Davis, d. J. Jack

05. _____ involves choosing a course of action from several alternatives.

- a. Decision-making, b. Selection-step, c. Uplift-Making, d. Promotions

06. Every _____ has relevance however wild or vague it may seem to be initially.

- a. ideas, b. people, c. process. d. system

07. _____ includes laws and regulations affecting the formation and management of a business.

- a. Social Environment b. Cultural Environment c. Legal Environment, d. Political Environment

08. _____ is the analysis of the cost and profitability of the proposed project.

- a. Project appraisal, b. System appraisal c. Process appraisal, d. Research appraisal

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09. _____ is a bank loan to meet the need of working capital. 10 Marks
- a. Instant loan b. Bank Credit c. loan credit, d, long term loan
10. _____ in Small-scale sector is always a matter of debate.
- a. Debts b. Growth c. Sickness, d. Motion

(b) True or Fales

1. Capital is one of the most important prerequisites for setting up the new enterprise.
2. Small business entrepreneur faces problems in obtaining essential raw materials
3. The National Entrepreneurship Development Board (NEDB) is not a apex body for entrepreneurship development in the country.
4. National Institute for Entrepreneurship and Small Business Development was established in year 1984.
5. Objective of Entrepreneurial Development Programmed is to identify and train potential entrepreneurs.
6. Subsidies do not helps in regional development and employment opportunities improve.
7. The second stage of promotion of a venture is to investigate and verify the idea conceived by the entrepreneur/promoter.
8. Business planning bridges the gap from where we are to where we want to go.
9. Entrepreneur does not have the risk bearing capacity.
10. An entrepreneur has high degree of self-confidence in achieving his goals.

Q.2 Attempt any two of the following:

**10
Marks**

- (a) Explain Nature of Entrepreneur.
- (b) Explain Types of Entrepreneurships.
- (c) Explain Essentials of a Successful Entrepreneur.

Q.3 Attempt any two of the following:

**10
Marks**

- (a) Explain Stages of Entrepreneurship Development
- (b) Explain David C. McClelland's Theory
- (c) Explain Everett E. Hagen's Theory

Q.4 Attempt any two of the following:

**10
Marks**

- (a) Manager V/S Entrepreneur
- (b) Intrapreneurship & is nature.

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(c) Characteristics that are necessary for success of a business enterprise

Q.5 Attempt any two of the following:

**10
Marks**

(a) Explain SWOT Analysis

(b) Explain Economic Environment & Social Environment

(c) Explain Cultural Environment & Technical Environment

Q.6 Attempt any two of the following:

**10
Marks**

(a) Explain legal requirements are necessary for establishment of a new unit.

(b) Explain The Mode of Entry Into Overseas Markets: Direct Marketing, Licensing, Franchising.

(c) Explain The Mode of Entry into Overseas Markets: Joint Venture, Management Contract, Consultancy Services.

Q.7 Attempt any two of the following:

**10
Marks**

(a) Explain KPO in detail

(b) Explain Concept of Venture capital in short

(c) Define Project Management explain its Characteristics

Q.8 Write short notes on Any three the following:

**15
Marks**

(a) Different stages or phases of project.

(b) Project appraisal

(c) Sources of raising working capital

(d) Export incentives
