

**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) Types of Entrepreneurs [5]
  - (b) Business Plan [5]
  - (c) SSI Policy Statement [5]
  - (d) Marketing Mix [5]
- Q2. (a) Discuss the key traits, characteristics, and skills that define a successful entrepreneur. [10]
- (b) How can entrepreneurs identify and recognize new business opportunities by observing trends and solving problems? [10]
- Q3. (a) What are the essential elements of a business plan, and why is it important for entrepreneurs to follow a structured layout? [10]
- (b) Define Corporate Social Responsibility (CSR) and discuss its key dimensions in relation to business ethics and social responsibility. [10]
- Q4. (a) Define Small-Scale Industries (SSI) and explain their role in India's economic development. [10]
- (b) What are the key strengths and weaknesses of small businesses, and how do they impact their growth? [10]
- Q5. (a) Discuss the functions of District Industries Centers (DIC) and Small Industries Service Institute (SISI) in entrepreneurship development. [10]
- (b) What are Export Oriented Units (EOUs), and what fiscal and tax concessions are available to them? [10]
- Q6. (a) Describe different types of business locations and the significance of layout and design in small business marketing. [10]
- (b) How does Human Resource Management (HRM) contribute to the success of a small business in terms of recruitment, training, and compensation? [10]
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