

Duration: 2 hours

Instructions: i) All questions are compulsory.

ii) Figures to the right indicate full marks.

iii) There is internal choice for questions from Q.2 to Q.6

(5X1=05)

**Q.1. A Fill in the Blanks**

- Entrepreneurs who adopt successful innovations created by an innovative entrepreneurs are called as \_\_\_\_\_
- According to \_\_\_\_\_ entrepreneurship is a creative activity.
- The state of being self-employed is called as \_\_\_\_\_.
- The word \_\_\_\_\_ is coined by a management consultant Gifford Pinchot.
- The verb 'Entreprendre' is derived from the \_\_\_\_\_ Verb.

**B State whether true or false**

(5X1=05)

- Intrapreneurs work within the organisation for continuously improving the entity.
- Balanced regional growth focuses totally on improving the urban areas.
- Entrepreneur takes all the profits but does not bear the risk of his business.
- Business environment is static in nature.
- Entrepreneurs help to increase net national product and per capita income in the country.

**Q.2 A** Describe the term market research. (05)

**B** Discuss the primary sources of market research. (05)

**OR**

**X** In today's business era entrepreneurs must have a full insight of market. They use market research as a tool to understand the market. Comment. (05)

**Y** Discuss the objectives of market research. (05)

**Q.3 A** "Ram has an excellent idea of starting the business, to convert the idea into reality he need funds". Elaborate on this statement by discussing the various sources of finance. (05)

**B** Discuss the importance of marketing management. (05)

**OR**

**X** Business organisation is in need of different types of capital before incorporation till its dissolution. Discuss. (05)

**Y** Explain the P's of marketing mix. (05)

**Q.4. A** Describe the term innovation in entrepreneurship development. (05)

**B** Explain the changes in perception as a source of purposeful innovation (05)

**OR**

X The market changes helps to bring innovation in business. Discuss. (05)

Y Describe the unexpected occurrences in the business leading to innovations. (05)

Q.5 A Explain the criteria used to evaluate the suitability of the project. (05)

B Elaborate on the SWOT Analysis of a business. (05)

**OR**

X Discuss the uncertainties in the mind of entrepreneurs before starting the business. (05)

Y Explain the terms competence and competency. (05)

Q.6. A Describe the concept of project report. (05)

B Explain any five contents of project report. (05)

**OR**

X Explain the importance of project report. (05)

Y Project Report is considered as the road map for the Entrepreneurs. Comment. (05)