

ENTREPRENEURSHIP DEVELOPMENT

Duration: 3 hours

Max. Marks: 60

Instructions:

- *Figures to the right indicate maximum marks.*
- *Question one is compulsory.*
- *Answer any Four from question 2 to question 7.*

Q1. Write a short note on any FIVE of the following: -

(5*4=20 marks)

- Induced Entrepreneurs
- SWOT analysis
- Desk Research
- Importance of Advertising
- Trademark
- Market Research

Q2.

- Discuss the qualities of an Intrapreneur.
- Write a short note on entrepreneurship development.

(06 marks)

(04 marks)

Q3.

- Diagrammatically explain the Porter's Five Force Model.
- Explain Environment Scanning.

(06 marks)

(04 marks)

Q4.

- State and explain the content of project report.
- Write a short note on Observation method.

(06 marks)

(04 marks)

Q5.

- Discuss the role of financial manager.
- Explain the objectives of advertising.

(06 marks)

(04 marks)

Q6.

- Explain the 4P's of marketing mix.
- Write a short note on importance of Human Resource Management.

(06 marks)

(04 marks)

Q7.

- Explain the limitation of market research.
- State and explain the skills of an entrepreneur.

(06 marks)

(04 marks)
