

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 6.*

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

(5*4=20 marks)

- a. Innovative Entrepreneur
- b. SWOT Analysis
- c. Delphi Method
- d. Advertising
- e. Drone Entrepreneur
- f. Opportunity

Q2.

- a. Explain the Economic Theory of Entrepreneurship.
- b. Differentiate between Entrepreneurs and Intrapreneurs.

(04 marks)

(06 marks)

Q3.

- a. State and briefly explain the steps in identifying Business Opportunities.
- b. Explain Boston Consulting Group (BCG) Matrix with the help of an example.

(04 marks)

(06 marks)

Q4.

- a. State and explain any TWO sources of Primary data.
- b. State and briefly explain the limitations in Market Research.

(04 marks)

(06 marks)

Q5.

- a. Explain the goals of Financial Management.
- b. State and explain the Financial decisions.

(04 marks)

(06 marks)

Q6.

- a. Explain the Importance of Entrepreneurship.
- b. Explain Porters Five Force Model.

(04 marks)

(06 marks)

Q7.

- a. Explain the Managerial Functions of Human Resource Management.
- b. What is Marketing Mix? Explain the 4 P's of Marketing Mix.

(04 marks)

(06 marks)