

SYBI
3/5/18
2 to 4:30 pm
Pg. 2

Entrep. Mgt.

Q. P. Code: 34243

120

Duration: 2:30 Hours

75MRKS

NOTE: All questions are compulsory
Figures to right indicate full marks.

Q.1 A) State whether following statements are True or False (any eight) 08

1. NIESBUD is an apex agency for co-coordinating and overseeing the activities of various institution and agencies engaged in entrepreneurship development
2. SIDBI provides working capital to technically qualified entrepreneurs
3. KIVC promotes the sale of rural industries
4. NABARD provides refinance assistance to state
5. SIDBI operates single window scheme
6. Continuity of existence for limited liability has no legal restrictions
7. The project report should be sequentially arranged
8. The basic objectives for the successful environment scanning should be to minimize information
9. A business plan describes all the relevant external and internal elements involved in starting a new venture.
10. Once the venture is positioned, successful enterprises will experience a startup stage

B) Match the following (any seven) 07

- | A | B |
|---------------------------|--------------------------------------|
| 1. Project report | a. Useful for exploiting |
| 2. Feasibility study | b. Infrastructure facilities |
| 3. Environmental scanning | c. Environment protection act 1986 |
| 4. Location | d. Follows project planning |
| 5. Environmental issues | e. Final outcome of project planning |
| 6. Inventory control | f. equipment leasing |
| 7. SIDBI | g. changing need |
| 8. SIICOM | h. delivery |
| 9. Marketing mix | i. MSME |
| 10. Physical distribution | j. inventory policy |

Q.2 A) Define an entrepreneur and explain the origin and development of entrepreneurship in India. 08

B) Explain the different theories of entrepreneurship. 07

OR

C) What do you mean by innovation? Explain the different source of innovation 08

D) Explain the different types of entrepreneurial skills. 07

Q.3 A) Define partnership. Explain the merits and limitations of partnership. 08

B) What are the problems of starting a new venture? 07

OR

C) State and explain the importance of preparing a project report. 08

D) What you mean by SWOT analysis? 07

Q. P. Code: 34243

- Q.4 A) What are the different promotion strategies for new venture? 08
B) What do you mean by debt funding? Explain its merits and limitation. 07

OR

- C) What do we mean by market segmentation? Explain the different basis of segmentation. 08
D) Explain the different stages in the new product development. 07

- Q.5 A) Define social entrepreneurship and state the characteristics and importance of it. 08
B) Explain the different ethical practices and code of conduct. 07

OR

- C) Write short notes (any three) 15
1. Environmental scanning
2. Distribution strategies
3. Breakeven analysis
4. Venture capital
5. Franchising