

3/15/2019

2:30 - 5:00pm

Pages - 03

Paper / Subject Code: 77911 / Entrepreneurship Management

Time : 2:30 Hours

75 MRKS

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

- a. The basic objective for the successful environment scanning should be to minimise information.
- b. Project report increases wastages of resources in the business.
- c. A product with better distribution will never win over a superior product with poor distribution.
- d. The continuity of existence for limited liability has no legal restrictions.
- e. Quality control is a technique by means of which products of uniform acceptable quality are manufactured.
- f. SIDBI provides working capital to technically qualified entrepreneurs.
- g. An entrepreneur usually consults his bankers before taking the decision regarding the selection of a location.
- h. A person can become a professional manager by acquiring knowledge.
- i. A business plan describes all the relevant external and internal elements involved in starting a new venture
- j. Transfer pricing refers to the pricing of goods or services among subsidiaries within a multinational corporation.

B) Fill in the blanks with appropriate words (any seven) 07

1. Need for achievement theory given by.....
 - a. *McClelland b. Hagen c. Knight
2. SWOT is meant to be used during thestage of strategic planning
 - a. Proposal b. Second C. Final
3. is the ability to bring something new into existence
 - a. Innovation b. Creativity c. Leadership
4. The period exceedingyears is regarded as a long term
 - a. Three b. Four c. Five

5. In.....segmentation market is divided on the basis of variables such as age occupation, education gender and income
 - a. Geographic b. Psychographic c. Demographic
6. channels refer to distributing goods with the help of intermediary agencies
 - a. Indirect b. Direct c. Multi-Level
7. system should make goods easily available to avoid artificial scarcities
 - a. Price b. Promotion c. Distribution
8. Entrepreneur should haveapproach
 - a. Creative b. Proactive c. Indirect
9. works as an apex body which looks after the financial needs of agriculture and rural development
 - a. NABARD b. SIDBI c. IDBI
10. People havingneed of achievement are becoming successful entrepreneurs
 - a. High b. Medium c. Low

Q.2 A) Explain the different types of entrepreneurs. 08

B) What do you mean by innovation? Explain the different source of innovation 07

OR

C) Explain the innovative theory of Schumpeter 08

D) What are the different types of entrepreneurial skills. 07

- Q.3 A) Explain various functions of personnel management. **08**
B) What are the problems of a new venture? **07**

OR

- C) What is limited liability partnership? State its merits and limitations. **08**
D) Explain the area to be covered in a business plan. **07**

- Q.4 A) What do you mean by franchising? Explain its various types **08**
B) What are the various steps in selection of location. **07**

OR

- C) Explain the different ethical practices and code of conduct. **08**
D) Explain the concept of debt funding and Explain its merits and limitation. **07**

- Q.5 A) What are the different promotion strategies for new venture? **08**
B) What are the various barriers to entrepreneurship. **07**

OR

Write short notes (any three) **15**

1. Joint Stock Company
2. SWOT analysis
3. Business ethics.
4. National skills Development Corporation.
5. Branding strategies