

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