

RB4M323

SYBBI.  
sem IV  
27/3/23  
Ent mgt.

[Duration: 2 ½ hrs.]

Marks: 75

- Note : 1] All questions are compulsory  
2] Figures to the right indicate full marks

Q1A] Fill in the blanks with an appropriate answer from the alternatives given (Any Eight)

08

- 1] \_\_\_\_\_ is the ability to bring something new into existence.  
a. Innovation    b. Entrepreneurship    c. Leadership
- 2] The project report is a summary of \_\_\_\_\_.  
a. Project planning    b. Project proposal    c. Business plan
- 3] \_\_\_\_\_ is the relation between persons who have agreed to share the profit of business carried on by all or any one of them acting for all.  
a. Sole Proprietorship    b. Partnership    c. Joint Stock Company
- 4] \_\_\_\_\_ is concerned with the management of employees from recruitment to retirement.  
a. HRM    b. Operations    c. Finance
- 5] Entrepreneur should have \_\_\_\_\_ approach.  
a. Creative    b. Proactive    c. Indirect
- 6] Inability to dream is a \_\_\_\_\_ to entrepreneurship.  
a. Benefit    b. Barrier    c. Not Related
- 7] The period exceeding \_\_\_\_\_ years is regarded as long – term.  
a. Three    b. Four    c. Five
- 8] \_\_\_\_\_ denotes a single lump sum which is given by a government to an entrepreneur to cover the cost.  
a. Subsidy    b. Over draft    c. Loan
- 9] \_\_\_\_\_ works as an apex body which looks after the financial needs of agriculture & rural development.  
a. NABARD    b. SIDBI    c. IDBI
- 10] \_\_\_\_\_ is a paid form of non – personal presentation & promotion of ideas, goods or services by an identified sponsor.  
a. Sponsorship    b. Personal selling    c. Advertising

B] State whether the following statements are True or False (Any Seven)

07

- 1] Innovation is the specific tool of entrepreneur.
- 2] A business plan describes all the relevant external & internal elements involved in starting a new venture.
- 3] An Entrepreneur need not to be a good administrator.
- 4] The first step in new product development is idea generation.
- 5] The basic objective for the successful environment scanning should be to minimise information.
- 6] Direct channel refers to distributing goods with the help of intermediary agencies.
- 7] KVIC promotes the sale of rural industries.
- 8] Social entrepreneurs are individual with innovative solutions to society's most pressing social problems.

- 9] The term ethics refers to a code of conduct that guides an individual while dealing with others.
- 10] SIDBI operates a single window scheme.

- Q2 A] State & explain the different types of entrepreneurs. 08  
 B] Explain the dominant characteristics of Successful Entrepreneurs. 07
- OR**
- C] Define creativity. Explain the role of creativity in entrepreneurship. 08  
 D] What are the seven sources of Innovation? 087
- Q3 A] Explain various types of franchise. 08  
 B] What are critical factors for starting a New Enterprise? 07
- OR**
- C] What is Environmental Scanning? State its importance. 08  
 D] Explain the essentials of project report. 07
- Q4A] What the stages in New Product Development? 08  
 B] Explain the different branding strategies for a new venture. 07
- OR**
- C] What is Marketing mix? Explain its elements. 08  
 D] State the various tools used in promotion. 07
- Q5 A] Explain the need & importance of business ethics. 08  
 B] Discuss state governments' Incentives/ Concessions. 07
- OR**
- Q5 C] **Write short notes: (Any Three)** 15
- 1] Sources of business Ideas
  - 2] SWOT Analysis
  - 3] Venture capital
  - 4] Areas to be covered in a business plan
  - 5] Barriers to Entrepreneurship

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