

R2BEM324

SYBBD-IV et
16/3/24
Ent mgt

Duration : 2 ½ hours

Marks: 75

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

Q1A] Fill in the blanks with appropriate words (Any Eight)

08

- 1] Entrepreneurship involves _____ as its activities are subject to uncertainties.
a. Innovation b. Planning c. Risk taking
- 2] _____ is a technique of solving problems in generating ideas.
a. Brainstorming b. Internet Surfing c. Creativity
- 3] _____ entrepreneur is only concerned with trading activities.
a. Corporate b. Technical c. Trading
- 4] _____ is the seeding stage of a new idea recognition.
a. Preparation b. Idea germination c. Incubation
- 5] _____ provides seed capital scheme to technically or professionally qualified entrepreneurs.
a. SBI b. SIDBI c. NSIC
- 6] _____ are the initial steps one has to follow for establishing a firm.
a. Preliminary steps b. Implementation steps c. Managerial steps
- 7] _____ analysis is a technique of analysing the organizations internal & external factors in the macro environment forces.
a. SWOT b. SWAT c. SMART
- 8] The _____ is a brief outline of the basic operation of the organisation.
a. Business plan b. Operation plan c. Finance plan
- 9] The KVIC was established in _____ under the Khadi & Village Industries Commission Act.
a. 1968 b. 1957 c. 1995
- 10] _____ supplies indigenous and imported machinery & equipment on easy financial terms.
a. SSIDO b. NSIC c. NIESBUD

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

07

- 1] A clear vision is the foundation of a smart entrepreneurship.
- 2] Business ethics are the guiding principles that dictate behaviour and action.
- 3] The continuity of existence for limited liability has no legal restrictions.
- 4] The intrapreneur may be a creator or inventor.
- 5] Once the venture is positioned, successful enterprises will experience a start – up stage.
- 6] Entrepreneurship can improve employment in the country.
- 7] Financial management is not key function of an entrepreneur.
- 8] The project report is a summary of project planning.
- 9] Direct channel of marketing is also known as zero –level marketing.
- 10] Sponsorship involves investments in events or causes so that an organisation can enhance its reputation.

- Q2A] What are the factors responsible for emergence of entrepreneurship? 08
- B] State the dominant characteristics of successful entrepreneurs. 07
- OR**
- C] State the different types of entrepreneur. 08
- D] Explain the entrepreneurial process? 0807
- Q3A] Explain the different types of franchising. 08
- B] What are the problems of a New Enterprise? 07
- OR**
- C] What is project report? Explain its significance. 08
- D] Explain the elements of a SWOT Analysis. 07
- Q4A] What the stages in New Product Development? 08
- B] Explain the different pricing strategies. 07
- OR**
- C] Discuss various functions of Personnel/ HR management. 08
- D] What are the various steps in the selection of location? 07
- Q5A] What are the various barriers to entrepreneurship? 08
- B] Discuss state governments' Incentives/ Concessions. 07
- OR**
- Q5C] Write short notes : (Any Three) 15
- 1] Seven sources of Innovation.
 - 2] Advantages of Environmental Scanning.
 - 3] KVIC
 - 4] Elements of Marketing Mix.
 - 5] Significance of management ethics.
