

2022
ENTREPRENEURSHIP

Full marks : 70

Time : 3 hours

General instructions:

- i) *Approximately 15 minutes is allotted to read the question paper and revise the answers.*
- ii) *The question paper consists of 27 questions.*
- iii) *Marks are indicated against each question.*
- iv) *General choice has been provided in some questions.*

N.B: *Check to ensure that all pages of the question paper is complete as indicated on the top left side.*

- 1. What is meant by environment analysis? 1
- 2. Write the meaning of technological environment. 1
- 3. What is a PAN? 1
- 4. What is meant by brand? 1
- 5. Write the meaning of marketing mix. 1
- 6. Define a budget. 1
- 7. State any three differences between economic and non economic activities. 3
- 8. State any three features of co-operative societies. 3
- 9. State any three ways and tools of public relations. 3
- 10. Write any three significance of Return On Investment (ROI). 3
- 11. State three classification of budget according to time. 3

Answer any five (5) from the following questions:

5x5=25

- 12. State five uses of problem identification.
- 13. According to Schumpeter, what are the different areas of innovations?
- 14. Write five qualities of a good salesman.

15. Write five importance of logo.
16. State any five features of advertising.
17. What is vendor management? Write four considerations of vendor management. (1+4=5)
18. State any five merits of franchisee.
19. What is meant by acquisition? Explain the four types of acquisition. (1+4=5)
20. Explain the five methods of floatation of securities in primary market.
21. State the five functions of Small Industries Development Bank of India (SIDBI).

Answer any three (3) from the following questions: 3x8=24

22. Explain the eight opportunities available in food and other service area in India.
23. Explain four ways of market assessment and four ways of trend spotting.
24. Explain the eight features of Hindu Undivided Family business.
25. Explain any eight factors to be kept in mind before starting a business.
26. Explain any eight features of cash flow statement.
27. Explain any eight factors affecting the working capital.
