





21. a) “An entrepreneur who fails to scan business environment is unlikely to survive in the long run”. Explain this statement. 6  
**Or**  
b) “Creativity and innovation is not a single activity but it is a complete process”. Do you agree with the view? Give reasons for your answer.
22. a) Write any six features of Cash flow Statement. 6  
**Or**  
b) What is meant by return on investment? Explain its significance in the firm. (1+5=6)
23. a) Explain three merits and three limitations of institutional finance. 3+3=6  
**Or**  
b) When was ICICI set up in India? Write the functions performed by ICICI to achieve its objectives. (1+5=6)
24. a) “Each business projects has its own unique features which must be taken care of before starting the business”. Do you agree? Discuss the need of business plan in the light of this statement. 1+7=8  
**Or**  
b) “The success of business depends upon entrepreneurs skill to anticipate the problems and solve them”. In the light of the given statement, explain any eight factors to be kept in mind before starting a business enterprise. (8)
25. a) What is meant by penetration pricing strategy and skimming pricing strategy? Explain the six factors to be kept in mind while fixing the price of a commodity. 2+6=8  
**Or**  
b) Explain four product related factors and four market related factors to be kept in mind while fixing the price of a commodity. (4+4=8)

\*\*\*\*\*