

2017
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 19 questions. All questions are compulsory.*
- iii) Marks are indicated against each question.*
- iv) Internal choice has been provided in some questions.*

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

1. What is the meaning of zeroing in process? 1
2. Define a project report. 1
3. What is meant by resource mobilization? 1
4. Define competitor. 1
5. Define human resource management. 1
6. What is franchising? 1
7. Write any three main guidelines of world trade organization. 3
8. How is demand forecasted under the market survey method? When is this method suitable for forecasting demand? 2+1=3
9. Explain any three importance of management. 3
10. Write any three differences between selling and marketing. 3
11. Explain any three sources of short- term finance. 3
12. **a.** What are the important factors influencing operation in supplier environment? 5

Or

b. What is economic environment? Explain the characteristic of business environment. (1+4=5)

13. **a.** Explain five assumptions of break- even point. 5
Or
b. Explain some errors committed in project selection.
14. **a.** Explain the different types of capital required by an enterprise. 5
Or
b. Explain any five means of external sources of finance.
15. **a.** Discuss any five dimensions of responsibility of an entrepreneur. 5
Or
b. What are the salient features of Max Weber's ideal bureaucracy?
16. **a.** Explain any five objectives of human resource management. 5
Or
b. Explain positive discipline and negative discipline.
17. **a.** What is meant by environmental scanning? Explain all the important sources of information used for environmental scanning. 2+6=8
Or
b. Discuss the steps involved in the selection of an enterprise. (8)
18. **a.** Explain how to prepare a good project report. 8
Or
b. What is meant by clean technology? Explain the main facilities offered to an entrepreneur for starting the enterprise. (2+6=8)
19. **a.** What are the important considerations to be kept in mind while deciding the plant layout? 8
Or
b. Explain the selection procedure commonly followed by small scale enterprises in India.
