

Time :(3 Hours)

Total Marks: 80

Note:

1. Question No. 1 is compulsory.
2. Attempt any THREE out of the remaining FIVE questions.
3. Assume suitable data if necessary.

- Q. 1.** Answer any FOUR of the following: (20)
- (a) What are the key components of Sales Budget?
 - (b) Write in short about MSMED Act 2006.
 - (c) What factors influence customer behavior?
 - (d) Explain any three characteristics of sole proprietorship.
 - (e) What is idea germination in entrepreneurship?
- Q. 2.** (a) Discuss on five critical problems faced by new business owners. (10)
- (b) What are the biggest challenges to being an entrepreneur? (10)
- Q. 3.** (a) Enlist two points as to why private company is more desirable than a public company. (10)
- (b) State any four primary activities that are essential for a firm to have a competitive advantage as given by Porter. (10)
- Q. 4.** (a) What are the four types of Firm-level growth strategies? (10)
- (b) Write short note on PMEGP and its advantages. (10)
- Q. 5.** (a) Explain the factors affecting channels of distribution with relation to market Considerations. (10)
- (b) What is meant by Venture Capital? State the features of Venture Capital. (10)
- Q. 6.** Attempt the following:- (20)
- (a) Discuss on risk management.
 - (b) Explain in short about Industrial Investment Bank of India Ltd. (IIBI)
 - (c) What is Business Plan? State the importance of writing business plan for the Entrepreneur Group.
 - (d) Write short note on Women Entrepreneurship Development with 3 examples.