

(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) Differentiate between Sales Budget and Marketing Budget?
 - (b) Explain the uses of Project Report for Entrepreneur.
 - (c) Write short note on PMEGP and its advantages.
 - (d) Explain any three characteristics of sole proprietorship.
 - (e) Explain about Women Entrepreneurship
- Q. 2.** (a) Entrepreneurs are “Dreamers with vision”. State how. **(10)**
(b) Explain the factors involved in the growth of an Enterprise. **(10)**
- Q. 3.** (a) State any four primary activities that are essential for a firm to have a competitive advantage as given by Porter. **(10)**
(b) Explain in short about Industrial Investment Bank of India Ltd. (IIBI) **(10)**
- Q. 4.** (a) Explain the forms of Business Ownership **(10)**
(b) What are the steps involved in Marketing plan? **(10)**
- Q. 5.** (a) What is Business Plan? State the importance of writing business plan for the Entrepreneur Group. **(10)**
(b) Idea germination is the seeding stage of a new idea in the creative process. Explain the next four steps in the process. **(10)**
- Q. 6.** **Attempt the following:-** **(20)**
- (a) Write in short about MSMED Act 2006.
 - (b) Who are Angel Investors? State any four features of Angel Investors.
 - (c) Explain the factors affecting channels of distribution with relation to market Considerations.
 - (d) Enlist two points as to why private company is more desirable than a public company.
