

Time : 3 Hours

Total Marks: 80

- N.B.:** 1) Question No.1 is **compulsory**.  
2) Attempt any **THREE** from the remaining questions.  
3) Figures to the right indicate full marks.

- Q1.** a) What do you mean by Entrepreneur and Entrepreneurship? (5)  
b) What are Skills and Qualities of good Entrepreneurs? Outline any 5 entrepreneurial traits. (5)  
c) Which is the most common source of business ideas for a new venture? (5)  
d) What are the steps to write a business plan? (5)
- Q2.** a) List and explain the five forces according to Porter. (10)  
b) Explain the strengths and weakness of Small Industries Business. (10)
- Q3.** a) Explain Small Business Marketing. What are the 4Ps of marketing? (10)  
b) Define Leadership. Explain the different action taken in Leadership for the growth and development of the Venture. (10)
- Q4.** a) Define HRM. What are the social responsibilities required for the development of small business growth? (10)  
b) Describe the role of small industries in economic development. (10)
- Q5.** a) Explain the term: Small Industries Service Institute (SISI) & Entrepreneurship Development Institute of India (EDII). (10)  
b) Explain the code of honour and what world needs from entrepreneurs. (10)
- Q6.** a) Some larger companies are using long training and certification programmes as a retention tool. Do you think that is a good idea? (10)  
b) Explain SWOC Analysis (10)