

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) Elaborate in detail on the Characteristics, Skills, and Qualities of Entrepreneurs within the Entrepreneurial Perspective. [10]
(b) Define Entrepreneurship Management and elucidate its emerging trends and issues within the field of Entrepreneurship. [10]
- Q2. (a) Define a Business Plan and outline the structure of a typical business plan layout. [10]
(b) Provide a definition of small-scale Industry and elaborate on the role of small industries in contributing to economic development. [10]
- Q3. (a) Examine the policies and measures implemented for the promotion of small-scale industries. [10]
(b) Explore the roles of both the Central Government and State Government in fostering and promoting entrepreneurship. [10]
- Q4. (a) Define Small Business Marketing and outline key considerations for formulating effective strategies and conducting research in the context of small business marketing. [10]
(b) Highlight the significance of the distribution channel (place) in the marketing of a product. [10]
- Q5. (a) Define Leadership and elucidate the critical role it plays in fostering the growth and development of a venture. [10]
(b) Provide a definition of Human Resource Management (HRM) and underscore the importance of recruitment, selection, and training in ensuring the success of a business. [10]
- Q6. **Short Note (Solve Any Four)** [20]
a) Entrepreneurship & Intrapreneurship
b) Breakeven Analysis
c) SSI Policy Statement
d) Marketing Mix
e) Corporate Social Responsibility
-