

Total Marks: 80

(3 Hours)

- 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 is the difference between Entrepreneurship and Intrapreneurship? Explain the classification & types of Entrepreneurs. [10]
(b) Explain the strengths and weakness of Small Industries Business. [10]
- Q2. (a) Briefly explain about writing a business plan and why some business plan fails? [10]
(b) Describe Small-scale Industries with Undertakings, SSI Policy Statement, Procedure for SSI Registration. [10]
- Q3. (a) Explain the role of Entrepreneurship Development Institute of India (EDII) & National Institute of Entrepreneurship & Small Business Development (NIESBUD). [10]
(b) Write a brief note on Marketing Strategies. [10]
- Q4. (a) Explain the terms Leadership and HRM in detail. [10]
(b) Define Social Responsibility. Explain Corporate Social Responsibility with suitable example. [10]
- Q5. (a) Briefly explain about Marketing Mix & Breakeven Analysis [10]
(b) What is Negotiation & Delegation. Explain the different action taken in Leadership for the growth and development of the Venture? [10]
- Q6. Short Note (Solve Any Four) [20]
a) Risk Management
b) Digital Marketing
c) Strengths and Weakness of Small Business
d) Dimensions of CSR
e) Small Industries Service Institute (SISI)