

1. Attempt **all** questions.
2. **All questions** carry **equal** marks.
3. Draw **neat labeled diagrams** wherever necessary.
4. Use of **log tables** and **non-programmable calculator** is **allowed**.
5. For **Q.2, Q.3 and Q.4** attempt A and B **OR** C and D.

Q.1 Do as directed (Any fifteen)**15**

1. Define Entrepreneurship.
2. State true or false: Entrepreneurship provides an obstacle to the socioeconomic development of a country.
3. Which of the following shows the process of creating something new?
a) Business model b) innovation c) Modeling d) Creative flexibility
4. State true or false: Autonomy is one of the major reasons for becoming an entrepreneur.
5. Who is an entrepreneur?
6. State any one advantage of entrepreneurship.
7. Give any one difference between Entrepreneur and Entrepreneurship.
8. Name any one type of shares capital.
9. _____ is a document issued by a company as a proof of its debt for the money lent to it.
10. Any one merit of Business Planning.
11. State the role of a venture capitalist.
12. Define human resource planning.
13. State any one objective of business budgeting.
14. Define marketing objectives.
15. State true or false: Packaging is often remarked as silent salesman.
16. What are trade characters?
17. Define Brand.
18. Market Research is carried out in two phases which is desk research and _____.
19. What are convenience goods?
20. AMA stands for _____.

- Q. 2 A** State the characteristics of an entrepreneur. **08**
- Q. 2 B** Explain the need and importance of entrepreneurship. **07**
- OR**
- Q. 2 C** Mention the factors influencing entrepreneurship. **08**
- Q. 2 D** State the factors which are essential for a person to become a successful entrepreneur. **07**
- OR**
- Q. 3 A** Discuss the financial role of Government in entrepreneurship development. **08**
- Q. 3 B** Elaborate on Business Budgeting. **07**
- OR**
- Q. 3 C** Elaborate on the factors to be examined for choosing a location of an enterprise. **08**
- Q. 3 D** Discuss the process of Financial Planning. **07**
- Q. 4 A** Explain the concept of Mission, organizational goals and objectives of a business firm. **08**
- Q. 4 B** Compare Domestic versus International market research. **07**
- OR**
- Q. 4 C** With suitable examples explain the role of packaging as an important marketing tool. **08**
- Q. 4 D** Explain the methodology of market research. **07**
- Q. 5** Write Short notes on **any three** of the following **15**
- a. Concept of an Entrepreneur.
 - b. Capitalization in finance.
 - c. Intellectual Property Rights.
 - d. Trade marks & Advertising.
 - e. Guidelines for framing a questionnaire.
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