

BE (ALL) / Sem VIII / R19 / SU 2023 / 16-12-23

Q P code 43301
Total Marks: 80

Time :(3 Hours)

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) What are the key components of Sales Budget?
- (b) Write in short about MSMED Act 2006.
- (c) What factors influence customer behavior?
- (d) Explain any three characteristics of sole proprietorship.
- (e) What is idea germination in entrepreneurship?

Q. 2. (a) Discuss on five critical problems faced by new business owners. (10)

(b) What are the biggest challenges to being an entrepreneur? (10)

Q. 3. (a) Enlist two points as to why private company is more desirable than a public company. (10)

(b) State any four primary activities that are essential for a firm to have a competitive advantage as given by Porter. (10)

Q. 4. (a) What are the four types of Firm-level growth strategies? (10)

(b) Write short note on PMEGP and its advantages. (10)

Q. 5. (a) Explain the factors affecting channels of distribution with relation to market Considerations. (10)

(b) What is meant by Venture Capital? State the features of Venture Capital. (10)

Q. 6. Attempt the following:- (20)

- (a) Discuss on risk management.
- (b) Explain in short about Industrial Investment Bank of India Ltd. (IIBI)
- (c) What is Business Plan? State the importance of writing business plan for the Entrepreneur Group.
- (d) Write short note on Women Entrepreneurship Development with 3 examples.