

**Time: 3 Hrs**

**Max Marks: 80**

N.B. 1. Question No 1 is compulsory.

2. Solve any **three** questions out of the remaining five questions.

3. Assume suitable data if necessary.

4. Figures to the right indicate marks.

Q. 1. Solve any **four** out of five.

**(4\*5=20)**

- a) How does an entrepreneur encourage the economic development of a country.
- b) List the different types of e-business models.
- c) Define a Woman Entrepreneur and state the steps the government should take to encourage women entrepreneurs.
- d) Explain the need for motivation of employees.
- e) Explain the term acquisition/merger.

Q. 2. a) List the examples of Financial and Non-Financial methods of motivation for employees.

**(10)**

b) Write a detailed business report on starting a new Supply Chain Management business using SWOT (Strength Weakness Opportunity Threat) analysis

**(10)**

Q. 3. a) Explain briefly the different modules of ERP.

**(10)**

b) Enlist the salient features of a good Marketing Plan.

**(10)**

Q. 4. a) Explain the steps to setup an e commerce portal for selling Retail Products.

**(10)**

b) Compare Online and Brick and Mortar methods of Sales.

**(10)**

Q. 5. a) List and explain the different sources of Medium term Finance.

**(10)**

b) Explain procurement and E-Procurement. Also describe the components of e-Procurement.

**(10)**

Q. 6. a) Define E-commerce and explain different types of E-commerce.

**(10)**

b) Explain Supply Chain Management (SCM) and enlist its characteristics.

**(10)**