

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. Write Short Notes on:
- (a) Difference between entrepreneur and manager. [5]
  - (b) Challenges faced by entrepreneurs in India. [5]
  - (c) Role of small scale industries in economic development. [5]
  - (d) Sources of Business Idea. [5]
- Q2. (a) Elaborate in detail on the Characteristics, Skills, and Qualities of Entrepreneurs and Intrapreneurs. [10]
- (b) Define a Business Plan and outline the structure for presenting a business plan to investors. What key factors should entrepreneurs consider restricting failure of a Business Plan? [10]
- Q3. (a) What are the problems faced by small-scale industries in India? In what way government help small scale industries in India? [10]
- (b) Explain the merit of market research for small businesses. Does market research complement marketing strategy? [10]
- Q4. (a) How does the Entrepreneur design its growth and exit strategy? [10]
- (b) Highlight the significance of the marketing mix in the sales and marketing of a product. [10]
- Q5. (a) Explain the role of Corporate Social Responsibility in Entrepreneurial Ventures. [10]
- (b) Describe the functions and roles of the following agencies in entrepreneurship development: [10]
- a. National Institute of Entrepreneurship & Small Business Development (NIESBUD).
  - b. National Entrepreneurship Development Board (NEDB).
- Q6. (a) “Good Human Resource Management practices can help entrepreneurs nurture inspirational leaders who work together to contribute to organizational goals”. Comment. [10]
- (b) Examine the policies and measures implemented for the promotion of Export Oriented Units. [10]