

Time: 2½ hrs.

Marks:75

- Note:
1. All questions are compulsory with internal options.
 2. Figures to the right indicate full marks.
 3. Draw a neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)
Attempt any 8)

- 1) _____ usually starts as a small business but the long-term vision is much greater, to seek high profits and capture market share with an innovative new idea.
 (a) Entrepreneurship (b) Management
 (c) Business (d) Communication
- 2) _____ is a contract between two parties especially in different countries involving the transfer of rights and resources.
 (a) Business Process Outsourcing (b) Entrepreneurship
 (c) Franchising (d) Ownership
- 3) The Gordon Model includes _____.
 (a) Problem identification, idea generation, solution evaluation, & implementation (b) Spontaneous idea generation, group discussion, and voting
 (c) Expert opinions and silent idea generation (d) Unrestricted thinking and limited thinking
- 4) A third-party delivery channel is used when _____.
 (a) A manufacturer wants to control the entire distribution process (b) A customer wants to pick up their order from a store
 (c) A manufacturer wants to sell directly to consumers (d) A retailer wants to outsource logistics operations
- 5) A business venture is primarily aimed at _____.
 (a) Social Welfare (b) Providing Employment
 (c) Generating Profit (d) Environment Protection
- 6) _____ is a networking organization that connects manufacturers with end users.
 (a) Marketing Channel (b) Production Channel
 (c) Supply Channel (d) Delivery Channel
- 7) Government policies can affect a company's _____.
 (a) Financial Performance (b) Operations
 (c) Market Share (d) All of the above
- 8) _____ is a creative problem-solving technique used to generate new ideas by breaking down a problem or object into its component attributes.
 (a) Attribute Listing (b) Free Association
 (c) Delphi Technique (d) Brainstorming

9) _____ are famous for charity, human touch, and dedication.

- (a) NGO's (b) SHG
- (c) BPO (d) Entrepreneurs

10) The second category of innovation includes _____.

- (a) The introduction of new product (b) Entry in new market
- (c) The introduction of new design of an existing product. (d) The introduction of new sources of raw materials

(B) State whether the following statements are true or false. (Attempt any 7) (07)

- (1) A business venture always involves creating a new product or service.
- (2) Innovation is essential for businesses to remain competitive in today's market.
- (3) Franchising allows a business to expand its reach by granting licenses to other operators.
- (4) Venture capital is only available to established businesses.
- (5) A business plan is a document that outlines the company's goals and strategies for achieving them.
- (6) Better time management is a potential benefit for women entrepreneurs who run home-based businesses.
- (7) The primary aim of entrepreneurship development programs is to increase the supply of entrepreneurs.
- (8) The concept of X-efficiency is primarily related to organizational performance, not individual motivation.
- (9) The role of entrepreneurial culture is to foster innovation and risk-taking.
- (10) Reverse brainstorming focuses on identifying potential problems rather than solutions.

Q.2 (a) Explain David McClelland's Theory of high achievement. (08)

(b) Discuss the role of entrepreneurship culture on entrepreneurship development. (07)

OR

Q.2 (p) Define an entrepreneur. What are the qualities of an entrepreneur? (08)

(q) Explain the need & significance of entrepreneurship development (07)

Q.3 (a) What are Self Help Groups (SHG)? Discuss its role and importance (08)

(b) Explain social entrepreneurship and state its importance. (07)

OR

Q.3 (p) What are the problems faced by women entrepreneurs in India? (08)

(q) Discuss the concept of EDP (Entrepreneurial Development Program) in detail. (07)

Q.4 (a) Explain the steps in preparing a business plan. (08)

(b) What is a partnership firm? Explain its characteristics. (07)

OR

Q.4 (p) Explain ownership. State the factors influencing the types of ownership of a business enterprise. (08)

(q) What is innovation? Explain the types of innovation. (07)

- Q.5 (a)** What are the steps involved in starting a Venture? **(08)**
(b) Define marketing and explain the functions of marketing. **(07)**

OR

- Q.5** Write short notes on (Attempt any 3) **(15)**
- (1)** Theory of Profit by Knight
 - (2)** Business process outsourcing
 - (3)** Channels of Distribution
 - (4)** Importance of business plan
 - (5)** SWOT analysis

—X—