

12030

P. G. Open Elective/Foundation Course
2nd Semester Examination – May, 2025

ENTREPRENEURSHIP DEVELOPMENT

Paper : 16IMSFI

Time : Three hours]

[Maximum Marks : 40

Before answering the questions, candidates should ensure that they have been supplied the correct and complete question paper. No complaint in this regard will be entertained after examination.

Note : All questions of section-A are *compulsory*. Attempt four questions from section-B selecting *one* question from each Unit. All questions carry equal marks.

SECTION – A

1. Answer the following in brief : $1 \times 8 = 8$

- (a) Describe entrepreneurial personality.
- (b) Define Intrapreneur.

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- (c) What do you know about business plan ?
- (d) Write a short note on creativity.
- (e) What do you mean by unique selling proposition ?
- (f) What is marketing research ?
- (g) Differentiate between trademarks and copyrights.
- (h) Define patents.

SECTION – B

UNIT – I

- 2. Define entrepreneurship. State the various types of entrepreneurship. Discuss the characteristics of a successful entrepreneur. 8
- 3. Discuss in detail the factors contributing for entrepreneurship development. Give a brief picture about growth of entrepreneurship in India. 8

UNIT – II

- 4. Describe in detail the process of generation of business ideas. What is the role of environmental scanning and industry analysis in evaluating these ideas ? 8
- 5. What are the various steps involved in preparation of feasibility report for the new venture ? State the relevance of feasibility plan. 8

UNIT – III

6. What is meant by marketing plan ? What are the various stages involved in designing of marketing plan ?
8
7. Define organizational structure. What are its types ? Describe the role of manpower planning in designing the organizational structure.
8

UNIT – IV

8. Explain the relative advantages and disadvantages of debt financing and equity financing. Which of them is commonly more popular among entrepreneurs and why ?
8
9. Give a detailed picture of financial institutions supporting entrepreneurs in India. Discuss the various government schemes available to support start-ups in India.
8