

Roll No.

12030

**MBA 2nd Semester
(Open Elective Courses)
Examination – May, 2024**

ENTREPRENEURSHIP DEVELOPMENT

Paper : 16IMSF1

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 : Attempt five questions in all. Question No. 1 (Section – A) is compulsory. Attempt other four questions from Section – B by selecting one question from each Unit. All questions carry equal marks.

SECTION – A

1. Answer the following in brief : 1 × 8 = 8
- (a) What is Imitative Entrepreneur ?
 - (b) Differentiate between Entrepreneur and Manager.
 - (c) What is the concept of industry analysis ?
 - (d) Outline some sources of new business idea.

- (e) What are objectives of marketing plan ?
- (f) What do you mean by cash budget ?
- (g) What do you mean by intellectual property rights ?
- (h) Differentiate between commercial banks and developmental banks.

SECTION – B

UNIT – I

2. Entrepreneurship is the process of giving birth to an enterprise. Explain. 8
3. Discuss about growth of entrepreneurship in India. Examine the role of an entrepreneur in economic development of India. 8

UNIT – II

4. What is a business plan ? Describe the steps covered in preparation of business plan in detail. 8
5. What do you mean by Feasibility planning ? Describe fundamentals and ingredients of a good feasibility plan. 8

UNIT – III

6. What is meant by marketing research ? How can entrepreneurs use primary and secondary research to gather information about their target market and competitors ? 8

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7. What is meant by financial plan ? What are its components ? What are the various stages involved in designing of financial plan ? 8

UNIT - IV

8. What are some common financing options for establishing new venture ? Suggest the ways to determine the most appropriate financing option for entrepreneurs. 8

9. (a) Write note on trademark and its registration. 4

(b) What are the requirements for successful patent grants ? 4