

## PRINCIPLES OF ENTREPRENEURSHIP

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL questions.

All questions carry equal marks.

1. Define entrepreneurship.
2. Who innovative entrepreneur?
3. What is self-assessment?
4. Distinguish between education and training.
5. What is perception?
6. What is decision tree?
7. What is product planning?
8. What is business plan?
9. Explain brain storming.
10. What is international entrepreneurship?

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

11. Discuss the various types of entrepreneurs.
12. Explain in brief the factors that affect the growth of entrepreneurship.
13. Explain the different bunch of New ideas for an existing entrepreneur.
14. Discuss the various methods of generating ideas.
15. Describe the process of developing a business plan.
16. Enumerate the scope and value of business plan.
17. Discuss the impact of 'profit motivation and invention' on entrepreneurship.

*PGD is  
Entrepreneurship  
development*

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**ENTREPRENEURSHIP ENVIRONMENT AND  
SMALL BUSINESS LAWS**

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Time : Three hours

Maximum : 100 marks

**PART A — (10 × 4 = 40 marks)**

Answer ALL questions.

All questions carry equal marks.

1. What is family management?
2. Explain corporate culture.
3. What is marginality?
4. What are stable business policies?
5. What is Private Limited Company?
6. What is a contract?
7. What is social audit?
8. What is bench marking?
9. Explain electronic commerce.
10. Define advertising.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

11. Explain the role of management education in the development of entrepreneurship in India.
  12. Analyze how the political environment of a country will affect the growth of entrepreneurship.
  13. Discuss the function of SEBI.
  14. Write an essay on economic liberalization in India.
  15. Explain the social responsibilities of an entrepreneur.
  16. Discuss the process of applied research.
  17. Explain the requirements of a new enterprise in terms of information, finance and personnel.
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**BUSINESS OPPORTUNITY IDENTIFICATION**

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Time : Three hours

Maximum : 100 marks

PART A — (10 × 4 = 40 marks)

Answer ALL questions.

All questions carry equal marks.

1. Sketch the objectives of production function.
2. What are the characteristic features of franchising?
3. What is industrial policy?
4. Briefly explain the intents of feasibility report.
5. Define hypothecation loan.
6. Highlight the merits of pay back method of capital budgeting.
7. What are the components of technologies analysis?
8. "Cost is an important consideration in implementing foreign technology." Do you agree?
9. What are small Industries Service Institutes?
10. Justify the reasons for granting subsidy to small scale industries.

PART B — (4 × 15 = 60 marks)

Answer any FOUR questions.

All questions carry equal marks.

11. What is wealth maximisation? How will you distinguish wealth maximisation from profit maximisation?
12. Discuss the steps in opportunity identification in business.
13. Define " internal rate of return", Describe the merits of interval rate of return as a method of capital budgeting.
14. Explain the various methods of interval sources of finance available for small industries.
15. "Technology dependence is a deterring factors". Do you agree?
16. Discuss the role of trade organisations in building of technological growth.
17. "Tax holiday demoralises the small scale industries." Do you agree?

