

ENTREPRENEURSHIP DEVELOPMENT-B

Time Allowed : Two Hours

Maximum Marks : 40

Note : Attempt one question each from Section A, B, C and D carrying 6 marks each. Section E consisting of 8 short answer type questions carrying 2 marks each is compulsory.

- | | | |
|------------------------------|--|-------------------------------------|
| SECTION - A | | |
| I. | Discuss need and scope of Entrepreneurship. | OR |
| II. | Explain Import-substitute and Export-promotion Industries. | 6 |
| SECTION - B | | |
| III. | What do you understand by structure of a project report ? | OR |
| IV. | Explain Market Survey Techniques. | 6 |
| SECTION - C | | |
| V. | What do you understand by Elements of Marketing ? | OR |
| VI. | Explain Resource Management. | 6 |
| SECTION - D | | |
| VII. | What role does Advertising play in a small-scale enterprise ? | OR |
| VIII. | Explain the qualities of a successful Entrepreneur ? | 6 |
| SECTION - E | | |
| (Compulsory Question) | | |
| IX. | Write short notes of about 30-40 words each on the following : | |
| (a) | Project Identification. | (b) Primary Survey |
| (c) | Definition of Entrepreneurship. | (d) Various Business Opportunities. |
| (e) | Sources of Finance. | (f) Define Project Report. |
| (g) | Functions of Entrepreneur. | (h) Methods of Marketing Survey. |
| | | 8×3=16 |