

ENTREPRENEURSHIP DEVELOPMENT

Semester - VI

Time Allowed : 2 Hours]

[Maximum Marks : 40

Note : Answer all questions as directed.

Unit - I

1. What are the various characteristics of Entrepreneurship ? Also bring out its scope. **OR**
Discuss in detail the demand-based, resource-based and service-based industries. 6
2. Why does an Entrepreneur need to do the market survey of techniques ? Briefly describe how this is done. **OR**
Discuss the financing procedures and financial incentives for a small enterprise. 6

Unit - II

3. Briefly discuss the elements of Marketing and Sales management. **OR**
Write a note on the importance of understanding of Human behaviour, as one of the marketing strategies. 6
6. Bring out the importance of Social Responsibility and Ethics in small scale enterprise. **OR**
What are the characteristics of a successful entrepreneur ? 6

Unit - III

5. Write short notes of about 30-40 words each, on the following :
 - (a) Need of Entrepreneurship.
 - (b) Export Promotion Industries.
 - (c) Mini Market Survey.
 - (d) Role of Innovation in an Enterprise.
 - (e) Importance of Advertising in Entrepreneurship.
 - (f) Identification of Strengths and Weaknesses.
 - (g) Threats to an Entrepreneur.
 - (h) Creativity and Innovations.(2×8=16)