

2021

**ENTREPRENEURSHIP (NEW COURSE)**

Full marks : 70

Time : 3 hours

**General instructions:**

i) *Approximately 15 minutes is allotted to read the question paper and revise the answers.*

ii) *The question paper consists of 19 questions. All questions are compulsory.*

iii) *Marks are indicated against each question.*

iv) *Internal choice has been provided in some questions.*

**N.B:** *Check that all pages of the question paper is complete as indicated on the top left side.*

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|---|-------|
| 1. Who is a successful entrepreneur?  | 1     |
| 2. Define creativity.   | 1     |
| 3. Write the two categories of human activities.  | 1     |
| 4. What is a logo?  | 1     |
| 5. What is meant by gross working capital?  | 1     |
| 6. Define Return On Equity (ROE).   | 1     |
| 7. Explain any three components of financial plan.  | 3     |
| 8. State any three features of a good business plan.  | 3     |
| 9. Write the features of a good brand name.   | 3     |
| 10. Write the significance of sales strategy.   | 3     |
| 11. Write the functions of inventory control.   | 3     |
| 12. a. Write the five elements of business opportunity.                                     | 5     |
| <b>Or</b>   |       |
| b. Explain the main sources of emerging ideas.  |       |
| 13. a. What is horizontal integration? Write any four advantages of horizontal integration. | 1+4=5 |
| <b>Or</b>   |       |
| b. What is meant by value chain? List the steps of typical value chain analysis.            |       |

14. **a.** Write any five steps in operation of budgeting control. 5  
**Or**  
**b.** Explain any five classification of budget as per functions.
15. **a.** Explain any five importance of cash flow statement. 5  
**Or**  
**b.** Write any five benefits of inventory control.
16. **a.** Explain any five main features of venture capital. 5  
**Or**  
**b.** State the functions of Industrial Credit and Investment Corporation of India(ICICI).
17. **a.** Write any two stages involved in the process of setting up enterprise opportunities. Discuss the importance of business environment . 2+6=8  
**Or**  
**b.** Where do business opportunities exist? Explain the steps involved in investigation of idea and opportunity assessment. (1+7=8)
18. **a.** Explain any eight features of partnership. 8  
**Or**  
**b.** Explain the benefits of private company over public company.
19. **a.** Distinguish between advertising and personal selling on eight basis. 8  
**Or**  
**b.** Explain any eight sales promotion techniques used for customer.

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