## 2022 ENTREPRENEURSHIP

Full marks: 70 Time: 3 hours

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- *i)* Approximately 15 minutes is allotted to read the question paper and revise the answers.
- ii) The question paper consists of 27 questions.
- iii) Marks are indicated against each question.
- iv) General choice has been provided in some questions.
- N.B: Check to ensure that all pages of the question paper is complete as indicated on the top left side.

1.	What is meant by environment analysis?	1
2.	Write the meaning of technological environment.	1
3.	What is a PAN?	1
4.	What is meant by brand?	1
5.	Write the meaning of marketing mix.	1
6.	Define a budget.	1
7.	State any three differences between economic and non economic activitie	s. <b>3</b>
8.	State any three features of co-operative societies.	3
9.	State any three ways and tools of public relations.	3
10.	Write any three significance of Return On Investment (ROI).	3
11.	State three classification of budget according to time.	3
	Answer any five (5) from the following questions: 5x	5=25
12.	State five uses of problem identification.	
13.	According to Schumpeter, what are the different areas of innovations?	
14.	Write five qualities of a good salesman.	

- 15. Write five importance of logo.
- 16. State any five features of advertising.
- 17. What is vendor management? Write four considerations of vendor management. (1+4=5)
- 18. State any five merits of franchisee.
- 19. What is meant by acquisition? Explain the four types of acquisition. (1+4=5)
- 20. Explain the five methods of floatation of securities in primary market.
- 21. State the five functions of Small Industries Development Bank of India (SIDBI).

## Answer any three (3) from the following questions:

3x8=24

- 22. Explain the eight opportunities available in food and other service area in India.
- 23. Explain four ways of market assessment and four ways of trend spotting.
- 24. Explain the eight features of Hindu Undivided Family business.
- 25. Explain any eight factors to be kept in mind before starting a business.
- 26. Explain any eight features of cash flow statement.
- 27. Explain any eight factors affecting the working capital.

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