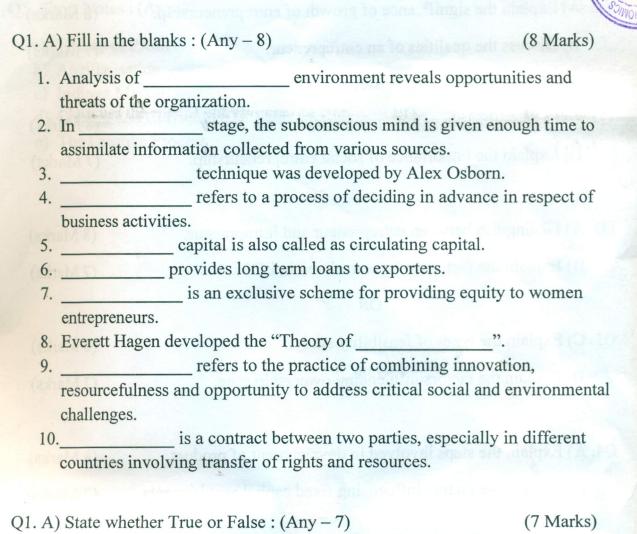
BUSINESS PLANNING AND ENTREPRENEURSHIP MANAGEMENT Dt-201,20

Time: 2.5 hours Marks: 75

Note: 1) All questions are compulsory with internal choice.

2) Figures to the right indicate marks



- 1. Professional entrepreneurs focus on R & D activities.
- 2. Entrepreneurship involves innovation and creativity.
- 3. EDPs are designed only for aspiring entrepreneurs.
- 4. BPO increases operational costs because of third party involvement.
- 5. A patent legally protects the intellectual property rights of the inventor.
- 6. Environmental scanning only includes scanning of macro environment.
- 7. LIC provides financial support to corporate sector.

- 8. EDII is a non-autonomous institute set up by Government of India.
- 9. The women entrepreneurs face the problem of dual responsibility.
- 10. Entrepreneurship is not influenced by political factors.
- O2. A) Explain the significance of growth of entrepreneurship. (8 Marks) B) Discuss the qualities of an entrepreneur. (7 Marks) Q2. C) Discuss the role of entrepreneurial culture in ED. (8 Marks) (7 Marks) D) Explain the importance of social entrepreneurship. Q3. A) Distinguish between entrepreneur and intrapreneur. (8 Marks) B) Explain the factors to be considered in EDPs. (7 Marks) OR (8 Marks) O3. C) Explain the types of feasibility study. (7 Marks) D) Explain the factors influencing ownership type. Q4. A) Explain the steps involved in development of product. (8 Marks) B) Explain the factors influencing fixed capital requirements. (7 Marks)

OR

- Q4. A) Explain the sources of working capital. (8 Marks)
 - B) Discuss the types and advantages of Mergers. (7 Marks)

Q5. A) Discuss the types of distribution channels.

(8 Marks)

B) Explain the advantages and disadvantages of Partnership firm.

(7 Marks)

OR

Q5. Short Notes: (Any-3)

(15 Marks)

- a) Theory of Profit
- b) Ancillarisation
- c) Indirect Marketing
- d) Content and Curriculum of EDPs.
- e) The Creative Process

