

S.Y. BMS - SEM III - Medical - Jan'20  
BUSINESS PLANNING AND ENTREPRENEURSHIP  
MANAGEMENT Dt - 20.1.20

Time : 2.5 hours

Marks : 75

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

2) Figures to the right indicate marks



Q1. A) Fill in the blanks : (Any - 8)

(8 Marks)

1. Analysis of \_\_\_\_\_ environment reveals opportunities and threats of the organization.
2. In \_\_\_\_\_ stage, the subconscious mind is given enough time to assimilate information collected from various sources.
3. \_\_\_\_\_ technique was developed by Alex Osborn.
4. \_\_\_\_\_ refers to a process of deciding in advance in respect of business activities.
5. \_\_\_\_\_ capital is also called as circulating capital.
6. \_\_\_\_\_ provides long term loans to exporters.
7. \_\_\_\_\_ is an exclusive scheme for providing equity to women entrepreneurs.
8. Everett Hagen developed the "Theory of \_\_\_\_\_".
9. \_\_\_\_\_ refers to the practice of combining innovation, resourcefulness and opportunity to address critical social and environmental challenges.
10. \_\_\_\_\_ is a contract between two parties, especially in different countries involving transfer of rights and resources.

Q1. A) State whether True or False : (Any - 7)

(7 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.

- Q2. A) Explain the significance of growth of entrepreneurship. (8 Marks)  
B) Discuss the qualities of an entrepreneur. (7 Marks)

OR

- Q2. C) Discuss the role of entrepreneurial culture in ED. (8 Marks)  
D) Explain the importance of social entrepreneurship. (7 Marks)

- Q3. A) Distinguish between entrepreneur and intrapreneur. (8 Marks)  
B) Explain the factors to be considered in EDPs. (7 Marks)

OR

- Q3. C) Explain the types of feasibility study. (8 Marks)  
D) Explain the factors influencing ownership type. (7 Marks)

- 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

