

SYBBI sem IV A.T.K.T. Exam sept-2022  
Entrepreneurship mgmt. (+ sept-2019.)  
27/9/22

Duration: 2:30 Hours

75MRKS

NOTE: All questions are compulsory Figures to right indicate full marks.

**Q.1 A) State whether following statements are True or False (any eight) 08**

1. NIESBUD is an apex agency for co-coordinating and overseeing the activities of various institution and agencies engaged in entrepreneurship development
2. SIDBI provides working capital to technically qualified entrepreneurs
3. KIVC promotes the sale of rural industries
4. NABARD provides refinance assistance to state
5. SIDBI operates single window scheme
6. Continuity of existence for limited liability has no legal restrictions
7. The project report should be sequentially arranged
8. The basic objectives for the successful environment scanning should be to minimize information
9. A business plan describes all the relevant external and internal elements involved in starting a new venture.
10. Once the venture is positioned , successful enterprises will experience a startup stage



**B) Fill in the blanks with appropriate words (any seven) 07**

1. Need for achievement theory given by.....  
a. McClelland                      b. Hagen                      c. Knight
2. SWOT is meant to be used during the .....stage of strategic planning.  
a. Proposal                      b. Second                      c. Final
3. .... is the ability to bring something new into existence.  
a. Innovation                      b. Creativity                      c. Leadership
4. The period exceeding .....years is regarded as a long term.  
a. Three                      b. Four                      c. Five
5. In.....segmentation market is divided on the basis of variables such as age occupation, education gender and income .  
a. Geographic                      b. Psychographic                      c. Demographic
6. .... channels refer to distributing goods with the help of intermediary agencies.  
a. Indirect                      b. Direct                      c. Multi-Level
7. .... system should make goods easily available to avoid artificial scarcities.  
a. Price                      b. Promotion                      c. Distribution

8. Entrepreneur should have .....approach  
 a. Creative                                      b. Proactive                                      c. Indirect
9. .... works as an apex body which looks after the financial needs of agriculture and rural development  
 a. NABARD                                      b. SIDBI                                      c. IDBI
10. People having .....need of achievement are becoming successful entrepreneurs  
 a. High                                      b. Medium                                      c. Low

Q.2 A) Define an entrepreneur and explain the origin and development of entrepreneurship in India. 08

B) Explain the different theories of entrepreneurship. 07

**OR**

C) What do you mean by innovation? Explain the different source of innovation 08

D) Explain the different types of entrepreneurial skills. 07

Q.3 A) Discuss various functions of personnel management. 08

B) Explain the problems of a new venture in detail. 07

**OR**

C) What is limited liability partnership? State its advantages and disadvantages. 08

D) Discuss the area to be covered in a business plan. 07

Q.4 A) What are the different promotion strategies for new venture? 08

B) What do you mean by debt funding? Explain its advantages and disadvantages. 07

**OR**

C) What do we mean by market segmentation? Explain the different basis of segmentation. 08

D) Discuss the different stages in the new product development. 07

Q.5 A) Discuss in brief the different promotion strategies for new venture? 08

B) What are the various barriers to entrepreneurship. 07

**OR**

Write short notes (any three) 15

1. Joint Stock Company

2. SWOT analysis

3. Breakeven analysis

4. National skills Development Corporation.

5. Franchising