

MASTER OF VOCATION
Banking and Finance
Subject: Entrepreneurship Development
Subject Code: GPGE-104
Semester: Second
January 2021
Theory (External): 70 Marks
Time: 03 Hours

Instructions to the Students

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of objective type in nature. All questions are compulsory. Each question carries 2 marks.
3. Section B comprises 8 essay type questions out of which students need to do any 5. Each question carries 10 marks.
4. Read the questions carefully and write the answers in the answer sheets provided.
5. Do not write anything on the question paper.
6. Wherever necessary, the diagram drawn should be neat and properly labelled

Roll Number										

SECTION –A (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. Briefly state the steps in entrepreneurial process.
- B. Figure out the major sources of business idea.
- C. Define Environmental Scanning. Discuss its utility.
- D. How manpower Planning is considered a significant decision in entrepreneurial ventures.
- E. Mention key financial institutions which are supporting entrepreneurs in India.
- F. What are the key considerations while designing organisational structures in an entrepreneurial firm?
- G. What are the important factors to be considered while identifying investible opportunities for business?
- H. Define Patents and Trademarks.
- I. Differentiate between Licensing and Franchising.
- J. Is entrepreneur different from Manager and Leader? Describe.

SECTION -B (ESSAY TYPE QUESTIONS)
(5x10=50 Marks)

1. Imagine as if you have to start a new food chain venture in the Indian food industry, how you will conduct Competitor and Industry Analysis. Also state how relevant is to conduct Competitor and Industry Analysis before launching a start up venture.
2. Define Entrepreneurship. How an entrepreneur differs from a Professional Manager? In the Indian business environment, which are the most prominent challenges which hampers the smooth emergence of Entrepreneurship.
3. State the most essential parts, sections or heads in a project report used for presenting your business opportunity or idea to potential investors. Elaborate.
4. What is Marketing Research? How significant it is to perform market research before launch of any product or any new business. What factors to be kept in mind before doing such activity.
5. Elaborate the various forms of ownership which could be thought of before start of any new entrepreneurial venture. State the merits, demerits and suitability of every such option.
6. Identify the prominent legal issues and compliances which has to be taken care while planning and operation of new entrepreneurial venture.



7. Elaborate the various recognised types of feasibility and their relevance in different stages of entrepreneurial ventures.
8. Differentiate between Licensing and Franchising focusing on their merits, demerits and suitability.

*******END OF PAPER*******