

720

2112M062

BACHELOR OF VOCATION
Management-BPM and Analytics
Subject: Entrepreneurship Development
Subject Code: MGM502
Semester: Third
December 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

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

- A What do you mean by Opportunity identification? 2
- B Customer value proposition is of utmost importance to an entrepreneur. Discuss. 2
- C Intrapreneurship vs. entrepreneurship 2
- D List out 7Ps of marketing. 2
- E Differentiate leader from an entrepreneur. 2
- F Define a women entrepreneur and women entrepreneurship. 2
- G Define Blue ocean strategy. 2
- H Briefly discuss Mind mapping technique of Creativity. 2
- I Define social entrepreneurship citing an example of social enterprise. 2
- J List out four prime financial initiatives taken by govt. to promote start-ups in India. 2

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

- Q1 The success or failure of a business plan depends a lot on clarity about the market and marketing plan. Explain the implications of this statement in start-up ventures. 10
- Q2 Define entrepreneurship. Discuss its importance in the development of nation in the present scenario when Govt. is focusing on start-ups. 10
- Q3 Discuss the Remedies for entrepreneurial failures. 10
- Q4 Discuss various factors affecting business. Also discuss the relevance of performing PESTEL Analysis for a entrepreneur. 10
- Q5 Creativity is the essence of entrepreneurship. Discuss the statement citing examples of showcasing creativity by young entrepreneurs in IT sector. 10
- Q6 Write notes on 4*2.5=10
a) Franchising
b) Copyrights
c) Patents
d) Trademarks
- Q7 Discuss the reasons of Business Failures and precautionary steps for the same. Also discuss the importance of Exit plan while presenting Business Plan. 10
- Q8 Define business plan and its contents. Draft a business plan for a food processing unit that you are planning to open. 10

****END OF PAPER ****