

DIPLOMA
German Language
Subject: Entrepreneurship
Subject Code: OMS-501
Semester: Third
September 2022
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 (OBJECTIVE TYPE QUESTIONS)

(10x2=20 Marks)

- A Discuss any two entrepreneurial Qualities?
- B Discuss the importance of business networking?
- C Differentiate between Entrepreneur and selfless entrepreneur.
- D Differentiate between risk identification and mitigation.
- E What do you mean by selfless entrepreneurship?
- F Differentiate between Trademark and patent?
- G Explain any two sources of finance available to entrepreneurs.
- H State any two financial documents that an entrepreneur must maintain in the business?
- I What do you mean by entrepreneurial finance?
- J Elaborate the steps for risk identification.

SECTION –B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

- 1. “An Entrepreneur has to perform a number of functions as a vital factor of production”. Discuss.
- 2. Write notes on the following:
 - a. EOQ
 - b. Angel investor
- 3. Discuss the micro and macro factors influencing the business environment with suitable illustrations.
- 4. Define business plan. Explain different component of business plan and its applications.
- 5. Critically comment on the marketing strategies involved in entrepreneurship.
- 6. Explain the concept of 4P’s of marketing mix. Describe various factors that determine it.
- 7. Write a short note on :
 - a. Porter competition strategies
 - b. Methods of accounting
- 8. Enumerate the different stages of customer life cycle along with suitable strategies in each stage.

==END OF THE PAPER==