

2107105

MASTER OF VOCATION
Management Entrepreneurship
Subject: Entrepreneurial Strategy
Subject Code: MED-901
Semester: Third
July 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. What is entrapreneur?
- B. Define social entrepreneurship
- C. What is eco-entrepreneur?
- D. Discuss the Startup Action Plan?
- E. What is SME's?
- F. What is Financial Feasibility?
- G. How do you understand marketing segmentation?
- H. Discuss the operational budget
- I. Give brief description about Marketing size
- J. Describe the family business?

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

1. Describe the entrepreneurship concepts in the Indian scenario? Differentiate the between rural entrepreneurship to urban entrepreneurship?
2. What is techno entrepreneurship? How techno entrepreneurship to develop the society?
3. Discuss the support system of social economic for the entrepreneur?
4. Do you think social entrepreneurs are having positive impact on our society? Explain it!
5. Differentiate between entrepreneur and entrepreneurship.
6. Write notes on Preparation of business plan.
7. What is meant by business opportunity? Describe the SWOT analysis of the business opportunity?
8. Difference between long term and short term capital.

====END OF PAPER====