

2107016

MASTER OF VOCATION

Management-HRM

Subject: Entrepreneurship Development

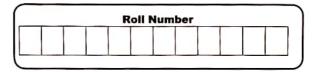
Subject Code: MSR-901 Semester: Third

July 2021 Theory (External): 70 Marks

Time: 03 Hours

Instructions to the Students

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



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

Write short notes on:

- A. Characteristics of entrepreneur
- B. Customer segmentation
- C. Perquisites of successful entrepreneur
- D. Risk mitigation
- E. Selfless entrepreneurship
- F. Factors effecting business
- G. Creative thinking
- H. REASON model of critical thinking
- I. Effective ways to build entrepreneurial skills
- J. Intellectual property rights

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

- Give different concepts of entrepreneurs. Which one do you think the most widely used accepted and why? Also elaborate the various charms people find in becoming entrepreneurs.
- What is meant by marketing mix? Why it is called marketing mix? Discuss the elements of marketing mix.
- 3. What are the different types of business risk? How do environment dynamics and change affect business enterprise of an entrepreneur?
- 4. State the need for institutional finance for small enterprises. Which are the institutions providing institutional finance to small enterprises/ entrepreneurs?
- 5. What is entrepreneurship? What is the role of entrepreneurship in society?
- 6. What is critical thinking? How critical thinking help in decision making to entrepreneur?
- 7. Appreciate the need for accounting for small-scale entrepreneurs.
- What factors do influence the emergence and development of entrepreneurship? Also discuss the role of government in promoting entrepreneurship in India.

---END OF PAPER----

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