

2107016

**MASTER OF VOCATION**  
**Management-HRM**  
**Subject: Entrepreneurship Development**  
**Subject Code: MSR-901**  
**Semester: Third**  
**July 2021**  
**Theory (External): 70 Marks**  
**Time: 03 Hours**

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**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)

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

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

48

1. 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.
2. 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.
8. What factors do influence the emergence and development of entrepreneurship? Also discuss the role of government in promoting entrepreneurship in India.

==END OF PAPER==