

B.Voc Management Financial Services
Subject: Entrepreneurship Development
Subject Code: OMS-502L
Semester: Second
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 (SHORT/OBJECTIVE TYPE QUESTIONS)
(10x2=20 Marks)

- A. Partnership form of organization was developed due to the inherent limitations of sole proprietorship. One of them is limited capital, identify the other two?
- Limited managerial ability, limited continuity
 - Limited continuity, unlimited liability
 - Limited managerial ability, unlimited liability
 - Lack of secrecy, limited continuity
- B. A Company is called an artificial person because ____.
- it does not have the shape of a natural person.
 - it cannot be sued in the court of law.
 - it is invisible and intangible.
 - it exists in the eyes of law.
- C. Which of the following factors does the macro-environment not include?
- Political and regulatory factors.
 - Customer needs in a given market.
 - Social and demographic factors.
 - Technological changes
- D. What is the minimum number of members required to start a public company?
- 2
 - 5
 - 7
 - 50
- E. An idea should eventually lead to success of the venture of an entrepreneur. Which among the following ideas will an entrepreneur have to select?
- Basic idea
 - Any random idea
 - Idea developed before environmental scanning

- d. Idea developed after environmental scanning
- F. Nelson started an AC repair shop in his area after doing a diploma course. What ideal field is it?
- Market driven
 - Trading related
 - Service related
 - Creative efforts
- G. Identify the third element in the innovation process from the given options.
- Resource organization
 - Commercial application
 - Implementation
 - Analytical planning
- H. Which is the first stage in the process of innovation?
- Idea germination
 - Creativity
 - Preparation
 - Incubation
- I. Sara had established a homemade papad business in Pune. Papads made by her were very popular in her locality but being the sole owner and manager of business, she could neither introduce many flavors because of limited financial resources. Which of the following characteristics of her business, does this situation imply?
- Individual management and control
 - Easy formation and closure
 - Limited area of operation
 - Unlimited liability
- J. What can serve as a basis for formulation of strategies and policies?
- Identifying needs
 - Identifying problems
 - Identifying strengths and weaknesses
 - Identifying threats and opportunities

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

1. Explain porter's five forces with examples.
2. What is the role of creative thinking in problem solving, state importance and benefits of creative thinking with the help of creative thinking theory.
3. Raghav is a very creative person and has always been working on innovating products and services that can make living healthy and hygienic. He developed a design of an air conditioner with an inbuilt air purifier as well. Since he did not get any financial support from any bank, he approached Nirvana Vent (VC), a venture capitalist firm. Though the VC liked the idea, it refused to help Raghav at the seedling stage and asked him to come again if needed during second round financing.
 1. Why was seed capital not given by VC when it was ready to fund the second round financing?
 2. Explain the concept of funding.
4. A) Why are copyrights and patents important for an entrepreneur?
B) Differentiate between the two types of sales strategy.
5. Vishnu started his factory for manufacturing plastic items in Daman. As per the advise of his Manager, he appointed 'By Madeeasy' company to formulate a business plan for his manufacturing unit. The company in it's business plan mentioned the cost of installing a water waste treatment plant within the premises of the manufacturing unit. Interpret any two socio-economic benefits expected to acquire from the proposed investment. And Define and Explain the importance of business plan.
6. List the things that an entrepreneur has to ensure before selecting an opportunity And List out the elements of a business opportunity.
7. Rajesh was a chemical engineer working for a company selling insect killer spray. He was aware how this product could harm the health of the users and was constantly looking for ways to improve the product. Filled with innovative zeal, he worked hard and developed a mosquito

repellent which produces sonic waves to drive away mosquitoes. It is non-smoky and does not emit any kind of fragrance or odor. It was safe to use as the sonic waves do not affect human beings or plants. He decided to name his product as 'Dengularia Free'. The product was to be packed in a corrugated box with an extension cord as a free gift. Its price was fixed at Rs. 260 per unit. A replacement warranty for one year will be given as an introductory offer. He decided to sell this product through agents who will sell to both, the wholesalers and retailers depending upon the market to be catered.

Quoting the lines from the above para, identify and explain elements of marketing mix used by Rajesh.

8. State any six drawbacks of "Public Issue". And State six points of importance of Stock Exchange from the Investors point of view.

==END OF PAPER==