

2112M063

BACHELOR OF VOCATION
BPM and Analytics
Subject: Entrepreneurship Development
Subject Code: GBGE304
Semester: Fifth
December 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)

Write short note on

- A. Functions of entrepreneur
- B. Idea generation
- C. Opportunity identification
- D. Project selection
- E. Technical feasibility
- F. Working capital
- G. Franchising
- H. Equity financing
- I. Marketing research for the new venture
- J. Balance sheet

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

1. Define entrepreneurship; also explain the factors which impact the emergence of entrepreneurship.
2. How manager is different from entrepreneur? What are the characteristics of a successful entrepreneur?
3. What do you understand by project identification? Discuss with examples the process involved in project identification.
4. What is marketing plan? What steps an entrepreneur follow while preparing a marketing plan?
5. While adjudging the viability of your proposed project, what factors you will take into consideration?
6. What is the rationale behind getting environmental clearance before setting up an enterprise? What are the various benefits environmental clearance provides to an entrepreneur?
7. Why intellectual property right patent is required? What can be patented and how?
8. "Working capital is the lifeblood of an enterprise". In the light of above statement appreciate the importance of working capital for successful functioning of a small enterprise.

==END OF PAPER==