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POST GRADUATION DIPLOMA
Aerospace Technical Publication
Subject: Entrepreneurship (MOOC/Online course-1)
Subject Code: OMS-802
Semester: Second
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 (OBJECTIVE TYPE QUESTIONS)

(10x2=20 Marks)

- A What are entrepreneurial Qualities?
- B Differentiate between ROI (Return on investment) and ROE (Return on equity).
- C Differentiate between Merger and Acquisition.
- D Discuss any two techniques of vendor management.
- E Define any two strategies for customer relationship management?
- F Differentiate between Marketing and HR plan?
- G State any two importance of business plan.
- H Define any two macro factors which affect the innovation?
- I Explain the concept of Tagline?
- J Elaborate the venture capital concept.

SECTION –B (ESSAY TYPE QUESTIONS)

(5x10=50 Marks)

- 1 What is entrepreneurship? Distinguish between entrepreneur and entrepreneurship.
- 2 Explain the different types of mergers along with their motives.
- 3 Discuss in detail the various short and long term sources of finance available for entrepreneurs.
- 4 What is branding? What are the critical forces influencing the branding decision.
- 5 Write short note on
 - a. Negotiation strategies
 - b. Franchising
- 6 Discuss the various stages involved in formulation of a business plan.
- 7 Explain in detail about breakeven analysis for multiple products and services.
- 8 Enumerate the various challenges of trading in stock market. Also discuss the various players of stock market.

==END OF PAPER==