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**Course: Diploma, Program: Diploma in Japanese Language**  
**Subject: Entrepreneurship, Code: OMS-501**  
**Semester: I**

**Time: 03 Hours****Max Marks: 70****Instructions to the Students:**

1. This Question paper consists of two Sections. All sections are compulsory.
2. Section A comprises 10 questions of short answer type. All questions are compulsory. Each question carries 02 marks.
3. Section B comprises 8 long answer type questions out of which students must attempt any 5. Each question carries 10 marks.
4. Do not write anything on the question paper.

| Q.No. | SECTION –A (SHORT ANSWER TYPE QUESTIONS)   | Marks |
|-------|--|-------|
| 1. a. | What do you understand by Entrepreneurship?  | (2)   |
| b.    | <u>Developing countries/ Developed countries/ Both developed and developing countries need Entrepreneurs.</u>  | (2)   |
| c.    | “Successful launch of a product depends upon various factors. Entrepreneurs have to keep in mind the various ways of reaching the customers and persuade them to buy their products.” Comment on any two such methods used by an entrepreneur in attracting the customer to buy their product. | (2)   |
| d.    | Name the different Intellectual Property rights as specified by law.   | (2)   |
| e.    | Kavita started a boutique named ‘Stylo queens’. She was manufacturing ladies’ dresses. She replaced old sewing machines with the new one’s during the pandemic to manufacture masks and PPE kits. Did she take a right step? Why do you think so?  | (2)   |
| f.    | What are the basic skills needed by an Entrepreneur?   | (2)   |
| g.    | Name a few entrepreneurs and their ventures in India   | (2)   |
| h.    | Are the entrepreneurs born or made? Explain your thought.  | (2)   |

- i. Key features of a well written business plan would include all of the following except: (2)  
 A. financial plan  
 B. qualifications of the owner  
 C. an analysis of the market  
 D. a review of the advertising firms analysed
- j. Which of the following sentence is not a characteristic of entrepreneurship: (2)  
 A. Risk taking  
 B. Innovation  
 C. Creative activity  
 D. Managerial training

### SECTION –B (LONG ANSWER TYPE QUESTIONS)

2. Discuss the different types of Entrepreneurs.
3. “Entrepreneurship is crucial for the overall economic development of a nation”. Discuss the scope of entrepreneurship in India. (10)
4. Explain the process of Entrepreneurship. (10)
5. What can be the barriers for Entrepreneurship? Discuss in detail. (10)
6. What do you understand by Intellectual Property rights? Explain the different types. (10)
7. Discuss the six Cs of Motivation and how they impact the entrepreneurs. (10)
8. Write short notes on : (10)  
 a. Factors that contribute to the success of an Entrepreneur  
 b. Any Indian entrepreneur
9. Shivi, a dropout from 10<sup>th</sup> std is forced by her mother to start working as a domestic help. Shivi agrees on the condition to do only “cooking” in 2-3 houses. One family turns out to be Punjabi, other Gujrati and the third one is Rajasthani. She cooked their kind of food for an year and to everyone’s surprise, she expressed her desire to open up a small eating joint of her own. All alone, determined, she finally opens “Apna Bhoj”, a small eating joint with her savings and it became a hot spot because of the fusion food platter being offered. (10)

Do you think Shivi is an entrepreneur? Give reasons for your answers.

===END OF PAPER===