

Roll No.

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Course: Diploma
Program: German Language (Batch-V)
Subject: Entrepreneurship
Code: OMS-501
Semester: III

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 2 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. | <ol style="list-style-type: none"> a) Why it is being said that entrepreneurs should lead by example. Give reasons. (2) b) Why there is a need for classifying risks? (2) c) Write the full form of SMART goals. (2) d) What do you mean by selfless entrepreneurship? (2) e) How creative thinking enables the entrepreneurs to come up with new idea? (2) f) Explain the 4Ps of marketing. (2) g) State the various types of costs for starting up an enterprise. (2) h) Distinguish between a patent and a trademark. (2) i) Why is it necessary for an entrepreneur to be ethical? (2) j) Highlight the importance of customer segmentation. (2) | |
| | SECTION –B (LONG ANSWER TYPE QUESTIONS) | |
| 2. | Mention the role of an entrepreneur in serving the society. | (10) |

3. Why it is being said that a leader has to be emotionally stable? State the role of an entrepreneur in this context. (10)
4. State the qualities of a successful entrepreneur in details with real life examples. (10)
5. Elaborate the steps involved in the preparation of Business plan by taking a hypothetical example. (10)
6. What do you think why networking is important for entrepreneurs? Support your answer by stating the advantages of networking. (10)
7. Why critical thinking is important for a start up? Explain this with the help of REASON model of critical thinking. (10)
8. Categorize various skill set required for being an entrepreneur. How can one improve his/her entrepreneurial skills? (10)
9. Discuss the meaning and importance of franchising for an entrepreneur. (10)

===END OF PAPER===