

2112H040

DIPLOMA
German Language
Subject: Entrepreneurship
Subject Code: OMS-501
Semester: Third
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 What are the 4P's of marketing?
- C Differentiate between Entrepreneur and Manager.
- D Differentiate between risk identification and mitigation.
- E What do you mean by customer segmentation?
- F Differentiate between licensing and franchising?
- G Explain any two sources of finance available to entrepreneurs.
- H What are the important entrepreneurial ethics in today's scenario?
- I What do you mean by entrepreneurial finance?
- J Elaborate the SMART in context of entrepreneurship.

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

- 1 What is meant by entrepreneurship? Explain the need and importance of entrepreneurship in the context of Indian economy.
- 2 Write notes on the following:
 - a. Risk mitigation
 - b. Customer value

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- 3 Discuss the porter competitive strategies with suitable illustrations.
 - 4 Explain the concept of creativity and innovation. How they are interrelated. Briefly discuss the various sources of innovation.
 - 5 Discuss the different skills by an entrepreneur. What are the ways for improving the skills. Discuss.
 - 6 Discuss the objectives lies behind taking control of the business.
 - 7 Write a short note on :
 - a. VISION
 - b. 7P's of marketing mix
 - 8 What is leadership? Discuss is the role of emotional intelligence in leadership.

***** END OF PAPER*****