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2112H041

DIPLOMA
German Language
Subject: Management and Entrepreneurship
Subject Code: GE-303
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 the characteristics of entrepreneur?
- B. What problems are faced by women entrepreneurs in India?
- C. Define equity financing.
- D. Explain brainstorming.
- E. What is the difference between the manager and entrepreneur?
- F. Name the stages of project life cycle.
- G. What are quality standards?
- H. Define cash flow.
- I. Explain the factors leading to failure of a venture.
- J. Discuss the essentials of preparing a good business plan.

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

1. Which factors influence the emergence and growth of entrepreneurship in India? Give suitable examples.
2. Discuss the state government initiatives for women entrepreneurs. To what extent these initiatives are successful? Discuss the problems associated with these initiatives.
3. Discuss the components of industry analysis. To what extent it is necessary?
4. Explain the components of a business plan. Why feasibility analysis is necessary in reviewing the business plan?
5. Discuss the role of venture capital in supporting entrepreneur.
6. Explain the various steps in selection of a project.
7. Differentiate between ISO 9000 and 14001. What are the benefits of ISO14001?
8. Discuss the 5S principles. How the concept of 5S and Kaizen contributes to the overall development of the organization?

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