

Note:

1. All questions are compulsory with internal options.
2. The figures to the right indicate full marks.
3. Draw a neat diagram wherever necessary.

Q. 1 (A) Fill in the blanks with the correct answer from the alternatives given below. (08)
(Attempt any 8)

- (1) A person who managed large projects was termed as the 'entrepreneur' in the _____.
 (a) Earliest period (b) Middle ages
 (c) 17th century (d) 19th and 20th century
- (2) Which one of the following is the process of entrepreneurs developing new products that over time make current products obsolete?
 (a) New business model (b) Anatomization
 (c) Creative destruction (d) None of the given options
- (3) Individuals influencing an entrepreneur's career choice and style are known as which of the following?
 (a) Moral-support network (b) Role model
 (c) Professional support network (d) Support system
- (4) What is the process by which individuals pursue opportunities without regard to resources they currently control?
 (a) Startup management (b) Entrepreneurship
 (c) Financial analysis (d) Feasibility planning
- (5) The activity which occurs when the new venture is started is called:
 (a) Motivation (b) Business skills
 (c) Departure point (d) Goal orientation
- (6) Which of the following shows the process of creating something new?
 (a) Business model (b) Modeling
 (c) Creative flexibility (d) Innovation
- (7) Which of the following factors is the most important in forcing U.S companies to focus on new product development and increased productivity?
 (a) Entrepreneurship (b) Hyper competition
 (c) Governmental laws (d) Organizational culture
- (8) Having less than 50 percent of equity share in an international venture is called:
 (a) Joint Venture (b) Majority interest
 (c) Minority interest (d) Exporting
- (9) Which of the following is alternatively called corporate venturing?
 (a) Entrepreneurship (b) Intrapreneurship
 (c) Act of stating a new venture (d) Offering new products by an existing company
- (10) Having more than 50% ownership position that provides the entrepreneur with managerial control is called:
 (a) Joint venture (b) Majority interest
 (c) Horizontal merger (d) Diversified activity merger

- (B) State whether the following statements are True or False. (Attempt any 7) (07)
- (1) X-Inefficiency occurs when resources are used in the wrong way or are wasted.
 - (2) Culture is an umbrella term which encompasses the social behavior and norms found in human societies.
 - (3) Social entrepreneurs are individuals with innovative solutions to society's most pressing social, cultural, and environmental challenges.
 - (4) Harvey Leibenstein, American economist, developed X-efficiency theory in the 1960s
 - (5) Women Entrepreneur It may be defined as a woman or group of women who initiate, organise and run a business enterprise.
 - (6) The Knight's Theory of Profit was proposed by Frank. H. Knight, who believed profit as a reward for uncertainty-bearing, not to risk bearing.
 - (7) EDP is a programme meant to develop entrepreneurial abilities among the people.
 - (8) Power is the ability to induce or influence the behavior of others.
 - (9) Economic growth or any major change in traditional society - cannot occur unless important changes occur in this personality structure.
 - (10) Classical entrepreneur undertakes many innovations.

Q.2 (a) Discuss the contribution of Schumpeter to entrepreneurship development. (15)

OR

Q.2 (p) Explain David McClelland's Theory of high achievement. (08)

(q) What are the problems of marketing? Explain some measures to reduce the problem of marketing. (07)

Q.3 (a) List and explain the problems faced by women entrepreneurs in India. (15)

OR

Q.3 (p) Explain the factors that have led to the growth of women entrepreneurs in India. (08)

(q) What is creativity? Explain the types of creativity. (07)

Q.4 (a) What is the franchising model of business? Discuss its advantages and limitations. (15)

OR

Q.4 (p) Explain the importance of innovation in entrepreneurship. (08)

(q) What are the steps involved in starting a venture? (07)

Q.5 (a) What are the external influences on entrepreneurship development? (15)

OR

Q.5 (p) Write short notes on (Attempt any 3) (15)

(1) Corporate social entrepreneur

(2) E-commerce

(3) SWOT analysis

(4) Importance of business plan

(5) Entrepreneurial development program

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