



Name :

Roll No. :

Invigilator's Signature :

CS/B.TECH (APM)/SEM-8/APM-802-M/2012

2012

ENTREPRENEURSHIP DEVELOPMENT

Time Allotted : 3 Hours

Full Marks : 70

The figures in the margin indicate full marks.

Candidates are required to give their answers in their own words as far as practicable.

GROUP – A

(Multiple Choice Type Questions)

1. Choose the correct alternatives for the following :

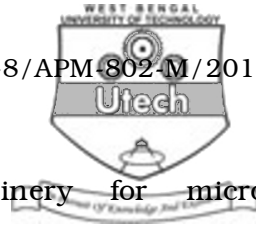
10 × 1 = 10

- i) Rudiments of Entrepreneurial concept stands on 'ASK' and the 'ASK' refers to
 - a) Attribute, Skill and Knowledge
 - b) Attitude, Skill and Knowledge
 - c) Attitude, Sense and Knowledge
 - d) Attribute, Sense and Knowledge.

- ii) The four P's of modern marketing mix are product, price, promotion and
 - a) People
 - b) Plan
 - c) Place
 - d) Profit.



- iii) Advertising a product is a part of marketing strategy regarding
- a) promotion
 - b) segmentation
 - c) pricing
 - d) positioning.
- iv) The focal point of any successful enterprise is
- a) innovation
 - b) creativity
 - c) money
 - d) growth.
- v) Each quality entrepreneur is concerned over the management of man, material, machine, method of production and means (5M's) of working to control over
- a) Capital
 - b) Quantity
 - c) Quality
 - d) Attitude .
- vi) "Exploratory" creativity involves
- a) Transformation of some dimension of the structure
 - b) New combinations of familiar ideas
 - c) Generation of new ideas
 - d) None of these.
- vii) Innovation involves
- a) Coming up with new ideas
 - b) Bringing ideas to life
 - c) Providing valuable solutions to a problem
 - d) None of these.
- viii) Creative thinking is associated with
- a) Logical thinking
 - b) Trying to find the "Right" answer
 - c) Taking risk and making mistakes
 - d) None of these.



- ix) Investment in plant and machinery for micro enterprises does not exceed
- a) 10 lakh rupees b) 15 lakh rupees
c) 25 lakh rupees d) None of these.
- x) Financial support to MSM enterprises is provided through
- a) SIDBI b) SIDO
c) NSIC d) None of these.

GROUP – B

(Short Answer Type Questions)

Answer any *three* of the following. 3 × 5 = 15

2. a) Distinguish between creativity and innovation.
b) Discuss in brief about different types of creativity. 2 + 3
3. Most of the entrepreneurial skills are acquired that inherited— explain with suitable examples.
4. "Quality Entrepreneur is essential to small business". Justify your answer with suitable reasons.
5. Define Micro, Small and Medium Enterprises along with their investment limits.
6. Discuss about the reasons for making a Business Plan.
7. Explain the sources of Debt Capital and Equity Capital.



GROUP – C

(Long Answer Type Questions)

Answer any *three* of the following. $3 \times 15 = 45$

8. Discuss about the different practices which improve our creative thinking.
9. a) Discuss in brief about the different phases in "Indian innovation system".
b) What is idea incubation ?
c) Discuss about the barriers and challenges in the administration of "Indian Innovation Mechanism" and suggest the remedies. $4 + 2 + 9$
10. Discuss the level of personal competencies required for becoming a successful entrepreneur. Mention different challenges to be overcome by a successful entrepreneur in his venture. $10 + 5$
11. Describe different entrepreneurial models for selection of entrepreneurial ability of human beings. Hence explain the overall quality characteristics that an entrepreneur can possess. $9 + 6$
12. Describe in brief about the different Business Plan components.
13. Explain the role of financial management in the context of small scale industry. Illustrate some financial control in this regard. $10 + 5$

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