



[Time: 3 Hours]

[Max. Marks: 75]

Entrepreneurship Management

Q.P. CODE: 5144

Your answers should be specific to the questions asked.

Draw neat, labeled diagrams wherever necessary.

LONG ESSAY (Answer any Three)

3 X 10 = 30 Marks

1. Write in detail about institutional support in enterprise development and management.
2. Describe in detail about entrepreneurial competencies.
3. How is feasibility study carried out for an enterprise?
4. Write a note on joint ventures with its advantages and disadvantages. Describe the steps involved to become successful joint venture.

SHORT ESSAY (Answer any Nine)

9 X 5 = 45 Marks

5. What is the importance of an enterprise in improving national economy?
6. Classify enterprises. Write their merits and demerits.
7. What is creativity? Explain briefly the steps involved in creative process.
8. Write a note entrepreneurial assertiveness.
9. What are the information sources used to gain knowledge and understanding of the current business environment?
10. What are the external and internal factors affecting SWOT analysis?
11. Explain the methods of performance appraisal in brief.
12. Describe the steps involved to become successful joint venture.
13. Explain briefly market growth through product diversification and geographic expansion.
14. Describe the resource mobilization and implementation in new enterprise development.

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