



Entrepreneurship Management -II

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. Explain the role of enterprise in national and global economy.
2. Write in detail about entrepreneurial motivation.
3. Explain in detail about SWOT analysis.
4. What is performance appraisal? Describe the techniques to evaluate performance appraisal.

SHORT ESSAY (Answer any Nine)

9 X 5 = 45 Marks

5. Write a note on need for entrepreneurship development.
6. Explain the concept and process involved in entrepreneurship development.
7. Describe the D.C. Mc. Clelland's "needs based motivational model".
8. Write a note on self awareness in entrepreneurship.
9. Write a note on market assessment and problems during enterprise selection.
10. What is the importance of environmental scanning?
11. Define profitability and explain in detail about analytical approaches.
12. Explain the demands of successful entrepreneurs.
13. Write a note on joint ventures with its advantages and disadvantages.
14. Explain project planning on the basis of starting a new enterprise.

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