



1. Bring out the merits and demerits of joint stock company
2. Explain the different kinds of business plans and the steps involved in it.
3. Explain the various techniques of expansion and diversification of business enterprises.
4. Enumerate the various sources of idea generation for entrepreneurs.

SHORT ESSAY (Answer any Nine)

9 X 5 = 45 Marks

5. What are problems faced by entrepreneurs in India?
6. Describe four ways, an entrepreneur can evaluate his / her success.
7. Briefly explain about resource mobilization.
8. Differentiate franchising and licensing
9. Write a note on need for entrepreneurship development.
10. Schematically explain the marketing plan for business enterprises
11. Explain the importance of market survey and analysis for feasibility plan.
12. What are the sources of creativity and innovation?
13. Write a note on internal and external business environment.
14. Explain government policies for enterprise development.

* * * * *