Q . What is market Assessment ?

Discuss briefly the steps involved in market Assessment.

Q. Discuss the various factors involved in the selection of an enterprise.

Q. Explain the importance of Business planning.

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Q. Define project report. How project report is prepared?

Q. what is working capital. Explain briefly factors affecting the working capital requirements of an enterprise.

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Q. Describe how an entrepreneur mobilizes financial and non financial resources for setting up of an enterprise.

Q. What is sales promotion? Describe the various tools of sales promotion.

Q. What is meant by Growth? Discuss the various stages of Growth.

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Q. What is marketing mix? Discuss the various components of marketing mix

Q. what is Human resource management? Give its objectives.

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Q. Discuss about Fixed capital and working capital requirements: meaning and factors affecting the estimations.

Q. Discuss about importance and step of Business planning.

Q. Define the Mobilizing financial and non financial resources for setting up of an enterprise.

Q. What is 4p's discussed about 4p's and with suitable example.

Q. Discuss about function of marketing and marketing mix.

Q. Discuss about factors affecting identification of entrepreneurial opportunities.

Q. Explain the meaning and importance of modernization and expansion .

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Q. Meaning and objective of entrepreneurial opportunities.

Q. Discuss about the function of entrepreneurs.

Q. explain the function of the marketing and its scope.

Q. Explain briefly the sources of short term finance.

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D–32–B

Roll No. 4258754

Total No. of Questions : 28] [Total No. of Printed Pages : 3

XIIARKDN20
2032–B
ENTREPRENEURSHIP

Time : 3 Hours] **[Maximum Marks : 80**

(Very Short Answer Type Questions) 1 each

1. Sensing entrepreneurial opportunity refers to grabbing the chance.
(True/False)

2. What is Project Report ?

3. What is Working Capital ?

4. Give the full form of 'POSDCORB'.

5. Customer satisfaction is the main objective of ..... management.
(Fill in the blank)

6. Name *four* advertising medias.

(Short Answer Type Questions–I) 2 each

7. What do you mean by Market Assessment ?

8. Give any *two* benefits of Environment Scanning.

9. What is Business Planning ?

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10. Give any *two* examples of Financial Resources.

11. Define management as a Profession.

12. Explain any *one* physical supply function of Marketing.

(Short Answer Type Questions–II) 3 each

13. Explain the concept of Environment Scanning.

14. Explain any *two* steps in setting up of an enterprise.

15. Give the importance of Business Planning.

16. What are the objectives of working capital ?

17. Give the *three* objectives of Project Report.

18. Explain any *two* Consumer's Rights.

19. Explain the terms 'Franchising' and 'Merger'.

20. Define Entrepreneurial Discipline.

(Long Answer Type Questions–I) 4 each

21. What is Promotion Mix ?

22. Explain the various elements of Marketing Mix.

23. What is Debenture ? Give its features.

24. Define working capital.

25. Explain the factors involved in the selection of an Enterprise.

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(Long Answer Type Questions–II) 6 each

26. Define Environment Scanning. Explain its importance.

Or

What is Market Assessment ? Explain its various techniques.

27. Explain the various contents of a Project Report.

Or

Define Business Planning. Explain its various steps.

28. Define Sales Promotion. Give its objectives and methods.

Or

What do you mean by Human Resource Management ? Explain its objectives.

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1. What is meant by 'Services' as one of the classification of the products under product mix? (1)

2. 'State any one feature of Borrowed Fund'. (1)

3. "Entrepreneurs are dreamers with vision.' State how. (1)

4. Identify the channel of distribution: (1)

(i) When goods are produced at large scale; and

(ii) When goods are produced at small scale.

5. "The path of sustainable development is in consonance with, Values, Environment Protection and judicious management of Natural Resources. In this context list any two values required to develop a successful business. (1)

6. Selling is one of the Functions of Exchange' in Marketing. Mention any four functions included in "Selling. (2)

7. Neelam, an entrepreneur decided to open a chain of retail outlets to sell trendy items like Short-skirts, Jeans, Cosmetics etc. (2)

(i) Mention the area (Rural or Urban) where she should open these outlets with reason.

(ii) Explain the environmental factor which helped her in the above decision.

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8. State any four unique characteristics of an entrepreneur. (2)

9.Explain how "Existing Products or Services' act as 'Idea fields' for generation of ideas. (2)

10. State any two factors which affect the formulation of a financial plan. (2)

11. A factory is engaged in manufacturing washing machines. The following information is available to you: (3)

Sales = 5,00,000

Direct Labour cost (for 100 units) = 50,000

Direct Material cost (for 100 units) = 1,25,000

Direct Expenses (for 100 units) = 25,000

Fixed cost = 1,50,000

Calculate: (a) Variable cost per unit.

(b) Total cost

(c) Break-even-point

12. Explain briefly the first six steps involved in the process of Decision Making. (3)

13. Explain how "Supply and Nature of Competition" and "Cost and Price of Products' helps an entrepreneur in assessing the market. (3)

14. Explain any two elements of a Project Report. (3)

15. Explain any three qualities that distinguishes a good salesman from others. (3)

16. At the time of setting up of a small scale enterprise at stage I various decisions are taken under the head "Material Resources'. Explain any three such decisions. (3)

17. One of the objectives of Marketing Management is 'Securing a Firm Foot-Hold'. Explain.

18.Explain any four factors that influence growth of an enterprise. (4)

19. What is meant by Cost? Explain any three categories under which costs can be classified. (4)

20. Trilochan an entrepreneur wants to start an industry to manufacture Scooter 'Pawan Putra' in a rural area of Rajasthan where very less employment opportunities are available.

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He wants to fix a very low and reasonable price for this scooter as compared to his competitors so that lower income group people can also afford to buy this. For this he prepared a comprehensive business plan that encompasses the entire range of activities being planned in the business. (4)

(i) Identify the plan and explain why this is needed by an entrepreneur.

(ii) State any two values which Trilochan wants to communicate to the society by setting up this manufacturing unit.

21.Ram Lakhan an entrepreneur conducted a feasibility study to start a Jute bag factory in Kanpur and is satisfied with the feasibility of the project. What is the next step before entering into this venture? Explain why this step is required? Also state any two objectives of it. (4)

22. State the main objectives and functions of Industrial Development Bank of India. (6)

OR

What is meant by venture capital? State the features of venture capital.

23. Before identifying a feasible product or process an idea should be tested along certain parameters which involves a number of steps. Explain the first four steps. (6)

OR

An idea interacts with creativity leading to innovation of a product or service and for this ideas are collected and generated in many ways. Explain any six ways.

24. Explain the uses of a 'Project-Report for their (i) Entrepreneur; (ii) Financial Institutions and (iii) Government. (6)

OR

Explain the following as features of a feasibility plan:

(i) Market survey and analysis

(ii) Operational plan and

(iii) Marketing strategies.

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