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MMSR/M-15

13802

**ENTREPRENEURSHIP DEVELOPMENT**

Paper-CP-401

Time Allowed : 3 Hours] [Maximum Marks : 70

**Note :** Attempt five questions in all. Question No. 1 is compulsory. All questions carry equal marks.

**Compulsory Question**

1. (a) Difference between Entrepreneur and Intrapreneur.  
(b) Write a note on SIDBI.  
(c) Life-cycle of New business.  
(d) Note on Opportunity analysis.  
(e) Explain McClelland's theory.  
(f) What is break even point of an Industrial enterprise?  
(g) What are Financial institutions in preventing sickness of firm? 2x7=14
2. What is External environmental analysis? Discuss the various legal formalities for establishing a new unit. How will you raise funds in this regard? 14

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3. Define Entrepreneur, Entrepreneurship and Enterprise. What are the traits, qualities of a successful entrepreneur? 14
4. Discuss about Feasibility report preparation and evaluation criteria for business. 14
5. What is the role of Government in Entrepreneurship? What specific steps should the Govt. take for what steps have they taken that should be reversed? 14
6. Describe the steps required for setting up a new venture and what are the problems faced by an Entrepreneur at promotional stage. 14
7. What do you mean by Entrepreneurship Development Programme (EDP)? Explain the need and objectives of EDP for a country like India (Relevance of EDP). 14
8. Explain in detail what do you mean by Product launching? And also discuss what criteria to be used to select channel of distribution and market potential for any product. 14

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