

**D-32-A**

Roll No.....

Total No. of Questions : 28]

[Total No. of Printed Pages : 3

**XIIARKDN20  
2032-A  
ENTREPRENEURSHIP**

**Time : 3 Hours]**

**(Very Short Answer Type Questions)**

**1 each**

1. Feasibility plan acts as guidelines. (True/False)
2. Project Report provides clarity in all the areas. (True/False)
3. What is Working Capital ?
4. Name any *four* functions of Management.
5. Define Marketing.
6. What is HRM ?

**(Short Answer Type Questions-I)**

**2 each**

7. What do you mean by Environment Scanning ?
8. What are Business opportunities ?
9. Why is business planning important ? Give any *two* points.

XIIARKDN20-2032-A

Turn Over

**D-32-A**

10. What is Medium Term Finance ?
11. Define Management as a Science.
12. Explain any *two* marketing functions.

(Short Answer Type Questions–II)

3 each

13. Give any *three* benefits of Environment Scanning.
14. Explain any *two* factors affecting the identification of entrepreneurial opportunities.
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.

**(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.