

B-29-Z

Roll No.....

Total No. of Questions : **28**

[Total No. of Printed Pages : **4**

XIIARJKUT23
9129-Z
ENTREPRENEURSHIP

Time : 3 Hours]

[Maximum Marks : 80

General Instructions :

- (i) All questions are compulsory.
- (ii) Questions 1 to 6 are Very Short Answer Type Questions carrying 1 mark each. $1 \times 6 = 6$
- (iii) Questions 7 to 12 are Short Answer Type Questions carrying 2 marks each. $2 \times 6 = 12$
- (iv) Questions from 13 to 20 are of Long Answer Type Questions-I carrying 3 marks each. $3 \times 8 = 24$
- (v) Questions from 21 to 25 are of Long Answer Type Questions-II carrying 4 marks each. $4 \times 5 = 20$
- (vi) Questions from 26 to 28 are of Essay Type Questions carrying 6 marks each. $6 \times 3 = 18$

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Turn Over

(VERY SHORT ANSWER TYPE QUESTIONS) 1 each

1. Give the meaning of Entrepreneurial Opportunity.
- ~~2.~~ List any *two* tools helpful in Enviornmental Scanning.
3. What is Business Planning ?
4. Define Sales Promotion.
5. What is Human Resource Management ?
6. Define Franchising.

(SHORT ANSWER TYPE QUESTIONS) 2 each

7. What purpose does Environmental Scanning Serve ?
8. What do you understand by External sources of Financing ?
9. Give the meaning of Fixed Capital.
10. List the various Non-financial Resources of a Business Enterprise.
11. Give any *two* rights of the consumers according to Consumer Act, 1986.
12. What is the modern concept of Marketing ?

(LONG ANSWER TYPE QUESTIONS-I)

3 each

13. Give the importance of Market Assessment.

~~14.~~ What is a Feasibility Report ?

~~15.~~ What is Resource Assessment ? Give the importance of financial resources.

~~16.~~ List some important internal sources of Raising Finances in Business.

~~17.~~ Give the importance of Non-financial resources in Business Enterprises.

18. Define 'Promotion Mix'.

~~19.~~ Name the various marketing channels of distribution.

20. Distinguish between merger and acquisition.

(LONG ANSWER TYPE QUESTIONS-II)

4 each

~~21.~~ Describe the various steps in setting up of an enterprise.

~~22.~~ What is Resource Mobilisation ? Why is it important ?

~~23.~~ Explain the various contents of a Project Report.

~~24.~~ What is Marketing Mix ? Describe its elements.

~~25.~~ What is Pricing ? Discuss any two pricing strategies.

(ESSAY TYPE QUESTIONS)

6 each

- 26. Examine the sources from where business ideas emerge.**

Or

Explain in detail the factors affecting the selection of an enterprise.

- 27. What are the factors affecting the estimation of working capital requirements of an Enterprise ?**

Or

What is a Marketing Plan ? Why is it required in Business Enterprises ?

- 28. Explain in detail the functions of Human Resource Management.**

Or

Explain the various sources of long-term financing in Business Enterprises.