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ENTREPRENEURSHIP DEVELOPMENT

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Time : Three hours

Maximum : 100 marks

Answer any FIVE questions.

(5 × 20 = 100)

1. Discuss the main functions of an entrepreneur and the five common entrepreneurial traits.
2. Explain the factors which motivate people to become entrepreneurs.
3. Describe the steps involved in the processing and selection of business ideas.
4. What contribution McClelland made in developing the theory of entrepreneurship?
5. What do you mean by innovation? Explain the purpose and principles of innovation.
6. Bring out the significance of product planning and the different kinds of tests done in this respect.

7. What are different business strategy followed for positioning a product?

8. Describe the criteria to adopt for entrepreneurial identification and product selection strategy in industrial sectors?

9. What do you understand by intrapreneurship? How does it differ from Entrepreneurship?

10. Explain the various opportunities and problems faced by international entrepreneurship.

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