

University of Sargodha

BS 4th Term Examination 2017.

Subject: I. T Paper: Entrepreneurship (MNG:3262)

Maximum Marks: 80

Time Allowed: 2:30 Hours

Note: Objective part is compulsory. Attempt any four questions from subjective part.

Objective Part (Compulsory)

Q.1. Write short answers of the following in 2-3 lines each. (2*16)

- i. Define high tech products.
- ii. What is market plan?
- iii. Define cost leadership strategy
- iv. Define innovation
- v. Define financial plan
- vi. What is vendor credit?
- vii. Who is entrepreneur?
- viii. Define industry analysis.
- ix. What is service prototype?
- x. Define pro forma/projected financial statements.
- xi. What is mission statement?
- xii. Define indirect competitors
- xiii. Define core competency
- xiv. What is window of opportunity?
- xv. What is intellectual property?
- xvi. What is feasibility plan?

Subjective Part (4*12)

- Q.2. Discuss the internal and external growth strategies available to a firm.**
- Q.3. Explain the techniques for idea generation**
- Q.4. Explain the concept of feasibility analysis in detail.**
- Q.5. Identify a business model's four major components.**
- Q.6. Define Entrepreneur. What are the characteristics of successful entrepreneurs?**
- Q.7. Explain the various stages of growth faces by the majority of organizations.**