

MFE Assignment - II

classmate

Date _____

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Date of issue :- 08.04.24

Date of submission :- 24.04.24

- 1) What are intellectual property rights? Explain the business importance of patents.
- 2) Explain the process of market segmentation.
- 3) What is budget? Explain how sales budget and production budgets are prepared.
- 4) Explain the steps involved in business plans.
- 5) Explain the theories of entrepreneurial motivation and illustrate any 3 types of entrepreneurship.
- 6) What is corporate social responsibility?