



Term Evaluation (Even) Semester Examination March 2025

Roll no.....

Name of the Program: Diploma

Semester: 6th

Name of the Course: Entrepreneurship Development

Course Code: DTCS-601

Time: 1.5 hrs

Maximum Marks: 50

Note:

- (i) Answer any one of the sub questions among a and b in each main question.
- (ii) Each question carries 10 marks.

Q1	(10 marks)	CO1
(a) What is the concept of Entrepreneurship? Explain all characteristics of an entrepreneur		
OR		
Q2	(10 marks)	CO1
(a) Explain SWOT Analysis with suitable example?		
OR		
Q3	(10 marks)	CO1
(a) What do you understand by business ideas method and techniques to generate business ideas.		
OR		
(b) What do you understand by the term "Startup"? What Challenges a startup holder has to face in business?		
Q4	(10 marks)	CO2
(a) What kind of information and support system required for establishing Successful business?		
OR		
(b) Describe the phenomenon of "market assessment" explain it in detail.		
Q5	(10 marks)	CO2
(a) How will you do understand by concept of creativity and Qualities of creative person?		
OR		
(b) What is Marketing explain the Concept and Importance of marketing?		