

- Q.25 How does marketing management handle pricing decisions?
- Q.26 What is the relation between Planning and Controlling?
- Q.27 How does production management handle inventory management?
- Q.28 What are the key tools and techniques used in production management?
- Q.29 How does financial management impact a company's profitability?
- Q.30 What are the functions of personnel management?
- Q.31 What is the role of financial management in budgeting and forecasting?
- Q.32 How does financial management impact strategic decision-making?
- Q.33 What are the ethical consideration in financial management?
- Q.34 How does financial management help in assessing investment opportunities?
- Q.35 What is the role of Recruitment and Selection in Staffing?

Section-D

Note: Long answer questions. Attempt any two question out of three Questions. (2x10=20)

- Q.36 How does financial management help in managing cash flow?
- Q.37 What is the difference between on the job and off the job training?
- Q.38 What are the key elements for preparing of Project Reports?

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4th Sem. / OMCA

Sub. : Entrepreneurship & Small Business Development

Time : 3 Hrs.

M.M. : 100

SECTION-A

Note: Multiple type Questions. All Questions are compulsory. (10x1=10)

- Q.1 Small scale entrepreneurs have an annual turnover in the range of.
a) UP to Rs. 5 crore b) Rs 5 Crore-75 Crore
c) Rs.75 Crore 250 Cr. d) None of the above
- Q.2 Microsoft by Bill Gates is an example of which type of entrepreneurship?
a) Innovative b) Agricultural
c) Social d) Joint
- Q.3 In which of the following types, does the entrepreneur work as a middle man?
a) Joint b) Private
c) Social d) Trading
- Q.4 Joint effort and ownership of a private entrepreneur and Government are involved in the-
a) Social b) Trading
c) Joint d) Corporate
- Q.5 To categorize entrepreneurship on a large scale, the annual turnover should be-
a) Below Rs 75 Crore b) Above Rs250 Crore
c) Between 75-250 Cr. d) None of the above
- Q.6 In which of the following types of profit is the secondary objective?
a) Private b) Social
c) Joint d) Corporate

- Q.7 The idea of social entrepreneurship came into existence in -
 a) The 1960s b) The 1990s
 c) The 1850s d) The 1940s
- Q.8 The minimum financial interest that a woman has to have in woman entrepreneurship is -
 a) 51 percent b) 49 percent
 c) 50 percent d) 60 percent
- Q.9 The advantage of self-employment is -
 a) Flexible working hours
 b) Freedom to choose the type of work
 c) High potential to enhance income
 d) All of the above
- Q.10 Which of the following is not an example of self-employment?
 a) Doctor working at a city hospital
 b) The doctor doing private practice
 c) Shop owner
 d) Café owner

Section-B

Note: Objective type questions. All questions are compulsory. (10x1=10)

- Q.11 The primary goal of entrepreneurship development to create _____ opportunities.
- Q.12 Which of the following is a key characteristic of successful entrepreneurs?
 a) Risk aversion
 b) Lack of creativity
 c) Strong leadership skills
 d) Resistance to change
- Q.13 What is the first step in the entrepreneurial process?
 a) Developing a business plan.
 b) Identifying a business opportunity
 c) Raising Capital
 d) Implementing a marketing strategy.

- Q.14 Which of the following factors is most important for successful entrepreneurial venture?
 a) A unique product idea
 b) High initial capital investment
 c) Extensive market research.
 d) Strong networking skills.
- Q.15 What is a common challenge faced by entrepreneurs in the start-up phase?
 a) Lack of access to financial resources.
 b) Limited market demand for their product
 c) Weak leadership skills.
 d) Excessive government regulations.
- Q.16 Which of the following is not a common source of funding for entrepreneurial ventures?
 a) Bank loans.
 b) Angel investors.
 c) Venture capital firms
 d) Personal savings
- Q.17 T.Q.M. refers to _____.
- Q.18 When Supply is greater than Demand it may effect _____ of products.
- Q.19 The objective of Market Survey is to _____.
- Q.20 Advertisement Campaigning works for _____.

Section-C

Note: Short answer type Question. Attempt any twelve questions out of fifteen Questions. (12x5=60)

- Q.21 Why induction program are important for business success?
- Q.22 What are the key components of a marketing management plan?
- Q.23 How does marketing management identify and target customer segments?
- Q.24 What are the key elements of marketing mix and how do they contribute?