

- Q.23 What roles does quality control play in production management?
- Q.24 What roles does market research play in marketing management?
- Q.25 How does marketing management develop and execute marketing strategies?
- Q.26 What government schemes support entrepreneurship in the handicraft and handloom sector?
- Q.27 What are the challenges and opportunities of digital marketing management?
- Q.28 What is production management, and what are its main objectives?
- Q.29 What role does branding and promotion play in marketing management?
- Q.30 What are the essential elements which should be considered while preparing Project Reports?
- Q.31 What are the sources of finance for a business?
- Q.32 How does financial management help in managing risks?
- Q.33 What is working capital management?
- Q.34 What is motivation how it works for team building?
- Q.35 How the methods of Selection are adopted in any organisation?

SECTION-D

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

- Q.36 What are the key components of financial management?
- Q.37 What are the factors which may affect Business growth?
- Q.38 How does production management handle the challenges of globalization and outsourcing?

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4th Sem / OMCA

Subject:- Entrepreneurship and Small Business Development

Time : 3Hrs.

M.M. : 100

SECTION-A

Note: Multiple choice questions. All questions are compulsory (10x1=10)

- Q.1 What is the concept of "entrepreneurial mindset"?
- The ability to think and act like an entrepreneur
 - The belief that success in entrepreneurship is solely based on luck
 - The desire to start a business without any prior experience.
 - The willingness to take on high financial risks
- Q.2 Which of the following is an example of a successful entrepreneurial venture?
- A company that quickly goes bankrupt
 - A business that expands to multiple locations.
 - An individual who starts a business but does not generate any revenue.
 - A startup that fails to attract any customers.
- Q.3 What is the purpose of a business plan for an entrepreneurial venture?
- To secure funding from investors.
 - To outline the company's mission and vision.
 - To analyse the market and competition
 - All of the above
- Q.4 What is the role of networking in entrepreneurial development?
- It is not important for business success

- b) It helps entrepreneurs build relationships and develop partnership.
 - c) It is solely the responsibility of marketing professionals.
 - d) It leads to a waste of time and resources.
- Q.5 Which of the following is an example of a competitive advantage for an entrepreneurial venture?
- a) A unique product feature.
 - b) Lower pricing compared to competitors.
 - c) Strong brand recognition
 - d) All of the above
- Q.6 The subject matter of personnel management is
- a) profit
 - b) capital investment
 - c) Humen Being
 - d) Wages and incentives
- Q.7 What is the process of bringing a new product or service of the market called?
- a) Market segmentation
 - b) Market analysis
 - c) Product development
 - d) Product positioning
- Q.8 What roles does innovation play in entrepreneurial development?
- a) It is essential for attracting investors.
 - b) It is key driver of growth and success.
 - c) It is not important for small business ventures.
 - d) It is primarily the responsibility of product designers.
- Q.9 Which of the following is an example of a social entrepreneurship venture?
- a) A technology startup developing a new app.
 - b) A nonprofit organization providing clean water to communities in need.
 - c) A retail store selling fashion accessories.
 - d) A restaurant chain expanding to new locations.

- Q.10 What is the purpose of market research in the entrepreneurial process?
- a) To understand customer needs and preferences.
 - b) To determine the size of the target market.
 - c) To assess the level of competition.
 - d) All of the above

SECTION-B

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

- Q.11 Microsoft is an example of _____ entrepreneurship.
- Q.12 Working Capital means the capital which is used _____.
- Q.13 Break Even Point refers to _____ of business.
- Q.14 Short terms plans are prepared for _____.
- Q.15 Product-Mix means a production programme which is based on _____.
- Q.16 The objective of Sales Promotion is to promote _____.
- Q.17 In Indian constitution system follows the _____ leadership style.
- Q.18 Minutes of Meeting are prepared for the purpose of _____.
- Q.19 Promotion is an example of _____ benefit.
- Q.20 Intangible benefits are those which are not measured in terms of _____.

SECTION-C

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

- Q.21 How does the government support entrepreneurship in the startup ecosystem?
- Q.22 What are the procedures of Recruitment?