

- Q25 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 considerations 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 questions 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?

No. of Printed Pages : 4
Roll No.

183044/123044

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 Rs 250 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 women 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?