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OMMS/M-19   **13034**

ENTREPRENEURSHIP DEVELOPMENT
Paper : CP-401

Time : Three Hours]   [Maximum Marks : 70

Note : Attempt *eight* questions from Part A carrying 5 marks each and *three* questions from Part B carrying 10 marks each.

PART–A

1. Discuss various types of entrepreneurs. Also discuss the concept of resource and its importance for nascent entrepreneurs?

2. Differentiate between intrapreneur, entrepreneur and entrepreneurship.

3. Forced relationship and free association are the two different techniques for generating creative ideas. Differentiate between the two with the help of an example.

4. What are the different sources of getting new ideas?

5. What is an innovation? Discuss briefly various types of innovations?

6. Briefly explain the structure and contents of a business plan.

7. Discuss the importance feasibility analysis in new venture creation.

8. Define franchise form of business along with its merits and limitations.

9. Define Entrepreneurship development programmes and their importance in employment generation.

10. Write a brief note on women entrepreneurship.

PART-B

11. Entrepreneurship fosters economic development. Discuss. Also discuss various factors affecting the success of a new business with specific reference to service based business?

12. Define the following :

    (a) Reasons of entrepreneurial success.

    (b) Steps involved in undertaking market research.

13. Entrepreneurship is all about mindset. Justify the statement with the help of suitable examples of successful entrepreneurs?

14. Discuss:

    (a) The various financial and non-financial initiatives taken by government to promote entrepreneurship in India.

    (b) Key criteria that need to be used for selecting technology for a business.

15. Discuss the importance of business plan for an entrepreneur. Also discuss in what way SWOT analysis help in the identification of key drivers for one's business? Explain with the help of an example.

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