

MMS/M-16
ENTREPRENEURSHIP DEVELOPMENT
PAPER-CP-401

Time Allowed: 3 Hours

Maximum Marks: 70

Note: Attempt any eight questions from part-A. And any three Questions from part-B.

Part-A

1. Define the term entrepreneur? Differentiate leader from an entrepreneur?
2. List of various type of entrepreneurs. Also elaborate nascent entrepreneur?
3. Discuss entrepreneurship? Differentiate it from entrepreneurship?
4. Creativity is the essence of entrepreneurship. Discuss. Also explain brainstorming technique of creative solving.
5. Define franchisee from of entrepreneurship.
6. Write notes on following:
 - (a) Stages in entrepreneurial process
 - (b) Marketing plan.
7. Briefly explain the key contents of a business plan?
8. Discuss the reasons for entrepreneurial and failures.
9. Briefly explain various initiatives taken by the Govt. To promote start-ups?
10. Write a note on women entrepreneurship.

Part-B

11. "Entrepreneurship and economic development go hand in hand". Elaborate this statement in the light initiatives taken by Govt. to promote entrepreneurship.
12. Discuss various legal issues that restrain an individual to become an Entrepreneur? Also elaborate the roles and responsibilities of a management.
13. Draft a business plan on a new product line of herbal products along with its financial management.
14. (a) The success or failure of a business plan depends a lot on clarity about the market and marketing plan. Explain the implication of these statements in start-up ventures.
(b) Discuss various type of institutional support offered by state Govt. (financial and non-financial) to promote entrepreneurship?
15. Discuss various methods and procedures to create and expand one's business in FMCG sector.