

MMS/M- 13
ENTREPRENEURSHIP DEVELOPMENT

Paper- CP- 401

Time allowed : 3 hours [*Maximum marks : 70*]

Note : Attempt any five questions. Question No. 1 is compulsory.

- 1. Write short notes on :**
 - (a) Home run sluggers entrepreneurs**
 - (b) Pre Start Stage of a Business**
 - (c) Technical Feasibility Blueprinting**
 - (d) Opportunity Mapping**
 - (e) Contribution of Indian SME in Exports**
 - (f) Marketing Development Assistance (MDA)**
 - (g) Role of MSME in entrepreneurship development in India.**
- 2. Entrepreneurs are a key to economic development. Foreign investment is also considered crucial for economic development. However, foreign investment is often criticized for suffocating small entrepreneurs. What is the way out of this catastrophic situation? Discuss in detail from Indian perspective.**
- 3. Procedural hassles, Red – tapism and bureaucratic hurdles are a demotivating factors for average Indians to indulge in starting one’s own venture. Comment. Make and present a draft of your own that can bring marginalized Indians to resort to entrepreneurial ventures.**
- 4. Think of a new venture that can be started in a hilly forest area known for tourism activities till date. What would you analyse before giving a final nod to the said venture ?**
- 5. You are planning to manufacture certain face related creams from natural Herbs. What kind of Government support do you see for yourself in such a venture? How would you market the same keeping in mind financial constraints?**
- 6. Institutional infrastructure provided to entrepreneurs in India is extremely Good on papers but fails to deliver when it comes to actual realization. Why? What would you suggest to make it working both theoretically as well as practically?**

- 7. How would you assess market potential for a Tiffin box supplier of NCR?
What discrepancies are likely to creep in your assessment? How would you negate the adverse impact of the same?**
- 8. Motivation to achieve often discriminates an entrepreneur from ordinary persons.
Comment. Throw light on some female entrepreneurs especially of India that have excelled and have been role models for other females.**