DECEMBER 2022 **P/ID 77939/RMB3R**

Time : Three hours Maximum : 80 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. How entrepreneurship change the community livelihood?

2. What are the characteristics of intrapreneur?

3. What is opportunity identification and selection?

4. Why do companies use licensing agreements?

5. What is patent right with example?

6. What are the three types of distribution?

7. How do you create a pricing policy?

8. List the benefits of business plan.

9. What should a business presentation include?

10. What is the main role of a bank?

11. What is the major objective of credit appraisal?

12. Which institution provide financing small scale enterprises?

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. What is the most difficult part of being an entrepreneur?

14. Why is the Scene of Entrepreneurs in India Distant?

15. Explain the technological innovation in entrepreneurship?

16. Discuss the methods of environment scanning.

17. Describe the elements of the business plan.

18. Discuss the financial appraisal of new project.

19. What is role of institutions and development of entrepreneur?

SECTION C — ($3 \times 10 = 30$ marks)

Answer any THREE questions in 500 words each.

20. Explain the similarities and distinguish between entrepreneur.

21. Discuss the role of intrapreneurship in corporate innovation.

22. Describe the pricing policy in modern distribution channel.

23. Explain the guidelines for preparing a business plan with suitable example.

24. Discuss the institutional arrangement and encouragement of entrepreneurship.

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