DECEMBER 2023 **P/ID 77939/RMB3R**

Time : Three hours Maximum : 80 marks

SECTION A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

Write a short note on the following:

1. Entrepreneurship.
2. Entrepreneurial traits.
3. Business risk.
4. Innovation.
5. Licensing.
6. Idea creation.
7. SWOT.
8. Whole sale.
9. Direct selling.
10. Venture.
11. Seed capital.
12. SSI.

SECTION B — ($5 \times 6 = 30$ marks)

Answer any FIVE questions in 250 words each.

13. Bring out the characteristics of a successful entrepreneur.

14. Distinguish between entrepreneur and intraprenuer.

15. Explain how to create new venture.

16. What is business plan? State its purpose.

17. Bring out the significance of working capital management.

18. Elucidate the format of business plan.

19. Give a detailed account of capital structure.

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

Answer any THREE questions in 500 words each.

20. Narrate in detail the present entrepreneurial scene in India.

21. Discuss the steps involved in technological innovation process.

22. Write a detailed essay on feasibility analysis of a new product.

23. Illustrate the guidelines for preparing a business plan.

24. Describe the various institutional financial assistance available to small industries.

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