DECEMBER 2024 **P/ID 77939/RMB3R**

Time : Three hours Maximum : 80 marks

PART A — (10 × 2 = 20 marks)

Answer any TEN questions in 50 words each.

1. State the similarities of entrepreneur and intrapreneur.

2. Discuss the role of Intrapreneur.

3. Discuss Radical Innovation.

4. Discuss the advantage of licensing.

5. Define technological innovation.

6. What is idea screening in new product development?

7. Discuss the various types of distribution.

8. Discuss penetration pricing.

9. State the format of a Business Plan.

10. Explain optimal capital Structure.

11. Is working capital a Profit? How?

12. Why is banking important to entrepreneurs?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Explain the performance of Entrepreneur in India.

14. Discuss the limitation of Patent Rights.

15. Narrate principles of feasibility study.

16. How is SWOT analysis used in Environmental Scanning?

17. Explain the guidelines to prepare a business plan.

18. Explain the Credit Appraisal Process carried out by the bank.

19. Discuss the steps of financial appraisal of a project.

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Analyse the Booming factors for the entrepreneurs to start business in India.

21. Enumerate the role of innovation in small firm.

22. Illustrate the ways to assess the opportunities for new venture creation?

23. Elaborate the format of business plan.

24. Discuss the institutional interface in the development of entrepreneurship.

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