MAY 2022 **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. What is the relationship between entrepreneurship and innovation?

2. What is community-based entrepreneur growth?

3. State an example for Intrapreneur.

4. What is opportunity identification?

5. What are the 3 P's of licensing?

6. What can and cannot be patented?

7. What is the technical aspect of feasibility study?

8. What are the pricing policies?

9. List the elements of business plan.

10. What are the types of capital structure?

11. How do you structure a business plan presentation?

12. How do banks assess creditworthiness?

PART B — (5 × 6 = 30 marks)

Answer any FIVE questions in 250 words each.

13. Who are the 10 most successful entrepreneurs in the world of your choice?

14. Explain the steps in creating and identifying opportunities for innovation.

15. Elaborate on marketing methods with suitable example.

16. Discuss the steps in developing a business plan.

17. Describe the benefits of the business plan.

18. Explain the various techniques of credit appraisal by banks.

19. What are the potential problems that face the new venture?

PART C — (3 × 10 = 30 marks)

Answer any THREE questions in 500 words each.

20. Explain the analysis of entrepreneurial growth in different communities.

21. Discuss the process of technological innovation.

22. Describe the technical feasibility of product and services.

23. Explain the format and presentation of business plan.

24. What is the need and importance of institutional support to small entrepreneur?

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